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The Beaver

No. 3 OUTFIT 261 DEC. 1930

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Hudson's Bay Company

INCORPORATED 2ND MAY 1670

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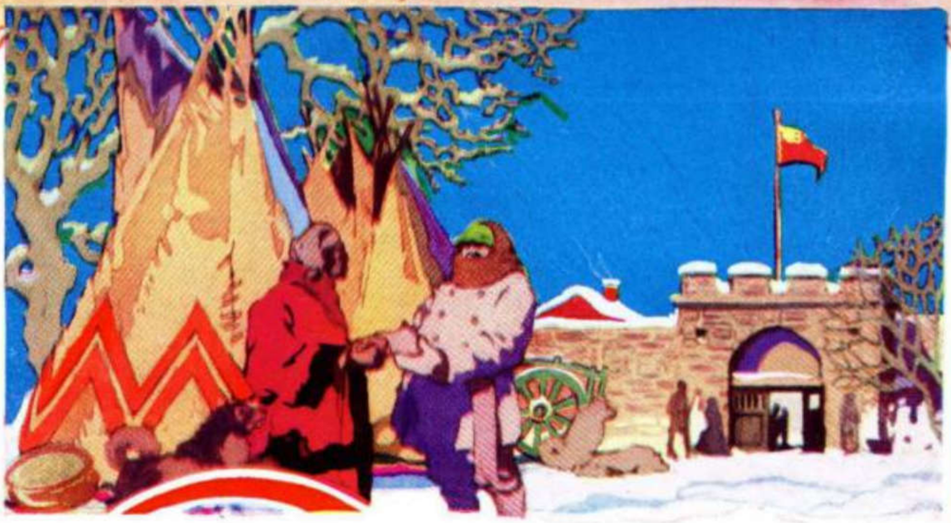

All Good Wishes
for
A Merry Christmas and a
Happy New Year

Hudson's Bay Company.
INCORPORATED 2nd MAY 1670
The Beaver

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No. 3 OUTFIT 261 DECEMBER 1930

Two Distinguished Fur Traders

IN this brief notice we take delight in honouring the names of two outstanding fur traders, who in their life's purpose and its honourable achievement will stand shoulder to shoulder with other great men of the Fur Trade when time reveals the full significance of their work in its true perspective.

Chief Factor Charles Hunt French, having served the Fur Trade for forty years, having struggled from the lowest rung of the ladder to the top, is retiring on pension at the end of this year from the position of Fur Trade Commissioner. His duties will be taken over on January 1 by Chief Factor Ralph Parsons, who in traditional Hudson's Bay Company fashion entered the Fur Trade as an apprentice clerk on the Labrador Coast thirty years ago.

Charles French joined the Service at Lower Fort Garry in 1891 as a dog driver, to which were added the duties of sailor and fisherman, and his exceptional qualities quickly brought him recognition. Three years later he was sent to British Columbia on transport work, and he spent the major portion of his life in that province. For a short period he was post master at Babine, then promoted to the position of fur buyer at Victoria, and his success was such that in 1914 he was entrusted with the management of the British Columbia District, holding this position with distinction until his appointment as Fur Trade Commissioner in 1927.

His character is summed up in a few words: He was, is, and always will be "four-square to the world"—upright in every thought, outright in his convictions and downright in his determination—and in the varied capacities in which he has served the Company he has swerved neither to right nor to left, tackling all problems and performing all duties with unflinching courage. He always knew what he wanted, why he wanted it, and why nothing else would do.

Thus the hardy dog driver at Lower Fort Garry, the sturdy fisherman on Lake Winnipeg, the man of practical experience, attained at length, and held with honour, the highest position which the Fur Trade can bestow.

Chief Factor Ralph Parsons, at the age of forty-nine, has behind him a splendid record of adventure and achievement and one that will rank high in the annals of the Fur Trade. Chief Factor French carved out his career in the West; Ralph Parsons consolidated our Fur Trade activities in the East, and contributed largely to the building of the northern fur trade.

He joined the Service as an apprentice clerk in August, 1900, at Rigolet, then the headquarters of the Labrador District and once the home of Donald A. Smith. Nine years later opportunity knocked at the door and Ralph Parsons seized it with both hands: he was offered the chance of establishing a post at Wolstenholme, at the western end of Hudson Strait. At that date, with the exception of Fort Chimo, no other Hudson's Bay Company post existed in Hudson Strait, Baffin Island or the northern end of Hudson Bay.

Since that time several other posts have been established by him in those areas, which in themselves constitute a record of the tenacity of purpose and hard work of this quiet Newfoundlander. The industry of Ralph Parsons is legendary; his entire life revolves around one purpose—to serve the Company—and undoubtedly he is eminently qualified to carry on the traditions of the Fur Trade department of which he will be the head.

Chief Factor French and Chief Factor Parsons, each having won his way from the bottom to the top, each held in the utmost regard by the other and also by their colleagues, each treasuring the Company's gold medal for long and loyal service, are splendid examples to every young man of ambition in the service of the Hudson's Bay Company: the one now retiring on a well-earned pension at the close of a great life's work, the other on the threshold of the highest responsibility in our Fur Trade department.

Entrance to Fort Prince of Wales

Chesterfield Inlet

Photos by George Binney

Two Distinguished Fur Traders

Chief Factor C. H. French

Born at Markham, Ontario, 23rd July, 1867.

Joined Hudson's Bay Company Fur Trade, Lower Fort Garry, as dog driver, 1st May, 1891.

Transferred to British Columbia District, 1st June, 1894.

Manager, Babine Post, B.C., 1st June, 1896.

Fur Purchasing Agent, Victoria, B.C., 1st January, 1902.

District Manager, British Columbia, 1st June, 1914.

Fur Trade Commissioner, 15th January 1927.

Chief Factor, 1927.

Awarded Company's gold medal and gold bar for long and faithful service.

Retires 31st December, 1930.

Chief Factor Ralph Parsons

Born at Bay Roberts, Newfoundland, 1st December, 1881.

Joined Hudson's Bay Company Fur Trade, Labrador District, as apprentice, 1st August, 1900.

Established Wolstenholme Post, 13th August, 1909.

Appointed Inspector of Labrador District, 1st January, 1917.

District Manager, Labrador District, 1st June, 1919.

District Manager, St. Lawrence-Labrador, 1st June, 1920.

Chief Factor, 1927.

Fur Trade Commissioner, 1st January, 1931.

Awarded Company's gold medal for long and faithful service.

What's in the Name of Manitoba

By HENRY McKAY, Grand Rapids, Manitoba

DURING the early stages of our country and in regions as yet untrodden by the white men, the Indian took the liberty of Adam's privileges in giving to his own country and in his own language names as he himself considered appropriate and suitable to the different places. Consequently, most and proper Indian nomenclature pertaining to this country chiefly originated from the Indian mind as to the descriptive nature of the place on his first sight; others from some historical incident occurring on the spot worthy of note or extremely ridiculous; others again from some superstitious manifestations of the place.

Our province of Manitoba derived its name from the Cree word *Man-ito-wah-paow*, which means "The Spirits' Narrows." If you look at the provincial map of Manitoba, you will see at the central part of Lake Manitoba a narrow part about half a mile in breadth connecting the north and south ends of the lake. This place is now known as the Narrows of Lake Manitoba. Owing to the natural situation of The Narrows, it is easily affected by the winds. Thus, with a north wind a strong current takes place running southwards, and *vice versa* with a south wind. At the Narrows of Lake Manitoba, and on the margin of its shores, there are shelving limestone ledges of shingle, and at certain intervals, owing to the action of the currents and waves slightly disturbing and displacing the loose shingly surface rocks, a tinkling sound similar to the jingling of small bells is emitted and re-echoed into numerous cavities caused by the combating forces of the elements for ages past. The Indian, who was always on the alert for anything of a supernatural existence, on hearing these unusual sounds, at once attributed them to the voice of the spirit and called the place *Manitowahpaow*, "The Spirits' Narrows." The primitive Indian was a full-fledged believer in spirits; thus his perpetual reference of all phenomena to occult agencies forestalled inquiry and precluded inductive reasoning. Here, for certain, was the abode of the Manito. Ever afterwards, at the Spirits' Narrows the Indian on the warpath going west crossed over, owing to its natural facility, but chiefly for the purpose of consulting the oracle with its mystic signals for weal or woe. Here, too, they propitiated by prayers and offerings, going and returning from the warpath, for good or ill luck. Here, too, the writer came to see and hear the mystic voices of fragmentary rocks whence is derived the famous name we are all so proud of—The Great Province of Manitoba.

◆

Enthusiasm is the element of success and effort, it is the light that leads and the strength that lifts men on and up in the great struggles of scientific pursuits, and of professional labours, and robs endurance of difficulty and makes a pleasure of duty.—*Bishop Doane.*

"Henry" or "Hendrik" Hudson

By HERBERT DUNK, Hudson's Bay House, London, England

OCCASIONALLY one meets with the Dutch form of the Christian name of the great navigator, arising perhaps from his association with Holland, but there is no doubt whatever that Henry Hudson was an Englishman. He certainly lived near the Tower of London and all his youthful years were probably spent within the sound of Bow Bells.

We know something about the paternal grandfather (also Henry) of the Company's "patron," if we may call him that. It seems that the ancestor was an alderman of the City of London, and it is said that he shared with Sebastian Cabot the establishment of the Muscovy Company, in whose employ young Henry Hudson made his first voyage.

The grandfather, apparently, was buried in the Church of St. Dunstan's in the east, not far from the Tower. The tomb no longer exists—it was probably destroyed in the Great Fire of London—but a record of it appears in the Strype edition of Stow's "Survey of London."

Stow says that among the monuments on the south side of the chancel:

". . . standeth another very fair Alabaster Tomb, richly and curiously gilded, with two ancient Figures of Aldermen in Scarlet kneeling; the one, at one end of the Tomb in a goodly Arch, the other at the other end in like manner; and a comely Figure of a Lady between them, who was Wife to them both. By the one standeth a Table, with this Inscription:

'Here lyeth Henry Heardson's Corps,
within this Tomb of Stone:
His Soul (through Faith in Christ his Death,)
to God in Heaven is gone.
Whilst that he lived an Alderman,
and Skinner was his State,
To Virtue bare he all his Love,
To Vice he bare his Hate.
His Alms that weekly he bestow'd,
within this Parish here,
May witness to the Poores Relief,
what Good Will he did bear.
He had to Wife one Barbara,
which made this Tomb you see:
By whom he had of Issue store,
eight Sons and Daughters three.

Obiit 22. Decemb. An. Dom. 1555.'

By the other standeth the like Table, thus inscribed:

'The Corps of Richard Champion, Knight,
Maior and Draper, here doth rest:
Whose Soul by most assured Hope,
with Christ in Heaven is blest.

His Life was such, and so employ'd,
to right from wrong; that he,
Whom God did so direct in Life,
must needs with comfort dye:
Both rich and poor did like him well,
and yet do praise his Name:
Though he behind him left no Child,
which might declare the same.
His weekly Alms that is bestow'd,
within this Parish here:
Doth witness to the Poors comfort,
the Good Will he did bear.

Obiit 30. Octobris, An. Dom. 1568.'"

Many of the old monuments which were destroyed by the Fire were re-erected, but neither of the interesting tombs described above by Stow. The present rector of St. Dunstan's in the east has no church record of "Henry Heardson's" resting place, but receives a number of inquiries regarding it.

Staff Appointments

The Canadian Committee announces the following appointments:

P. A. Chester	General Manager in Canada

FUR TRADE DEPARTMENT

Chief Factor Ralph Parsons	Fur Trade Commissioner
J. C. Atkins	Manager, Fur Trade Depot, Montreal
E. W. Fletcher	Controller, Fur Trade Department
Col. H. G. Reid	Fur Trade Commissioner's Office
H. Hodkisson	Manager, St. Lawrence District
George Watson	Manager, Ungava District
S. H. Parsons	Manager, Labrador District

DEPARTMENTAL STORES

J. O. Morrell	Manager, Winnipeg Store.
G. F. Klein	Controller, Departmental Stores
A. F. Little	Manager, Edmonton Store
E. P. Lennon	Manager, Stores Buying Offices
A. R. Morrell	Merchandise Manager, Winnipeg Store
W. T. Holmes	Controller, Winnipeg Store
H. K. Faupel	Sales Promotion Manager, Winnipeg Store

LAND DEPARTMENT

C. E. Joslyn	Manager, Land Department

CANADIAN COMMITTEE OFFICE

N. B. Francis	Controller, Canadian Committee Office

Camp Reverie

By APPRENTICE H. L. SALMON
Hudson's Bay Company, Fort Chimo, Ungava

IT was a cold night, not at all the sort of night one would choose for sleeping out unprotected by tent or igloo; but darkness had descended on the slow moving *kometic* with true Arctic suddenness, and the trail, becoming partially obliterated, the solitary driver had little choice but to select a sheltered spot and make camp.

A fire burned in front of a hastily constructed lean-to and the man sat, pipe between teeth, his back to a tree and his feet towards the cheery blaze. The air was like iced wine. Overhead the aurora borealis snapped, hissed and crackled against a sky of sable velvet, while the hard cold light of the moon bathed the snow-clad hills, dark with pine, in a flood of silvery iridescence, throwing objects into clear-cut relief almost savage in intensity.

At such times as these, the mind ranges far afield, and nothing more is needed to start a chain of thought which carries one completely out of one's self into the realms of fantasy. The traveller reached over to the pile of dry wood beside him and flung an armful into the heart of the fire. In the resultant sheet of flame that shot skyward, the *kometic*, with dogs grouped about it, stood out trenchantly, a dark blot upon the snow, only to merge once more into the gloom as the flames subsided.

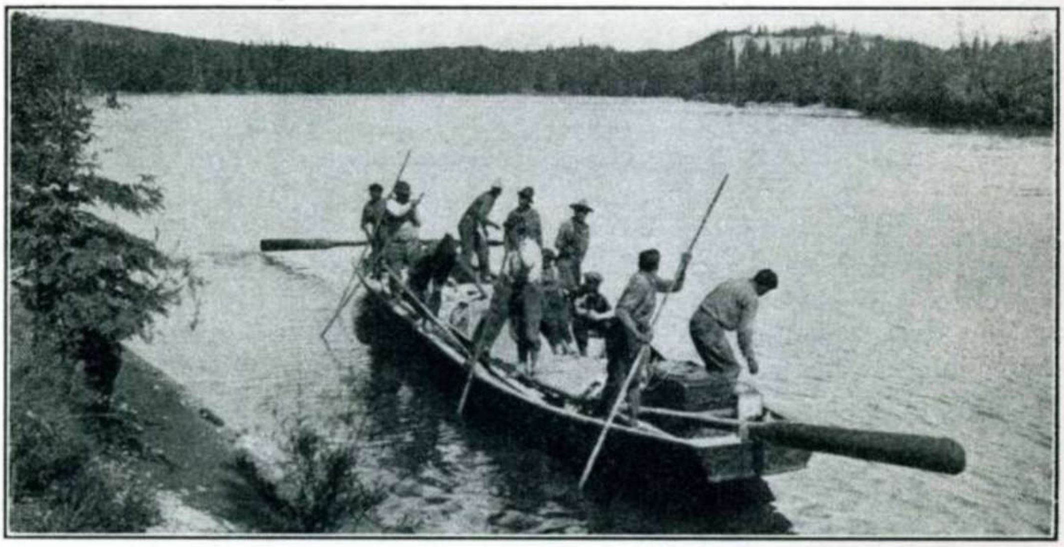
Away to the north, an owl hooted drearily, and one of the dogs, as if in sympathy, sent forth a long drawn piercing howl, which died tremulously to an uneasy whimper.

The man stirred, and his thoughts, drawn to the dogs by that eerie wail, ran on, peopling his imagination with indistinct canine forms. It seemed to him that on certain nights the moon exercised a powerful influence upon these half wolfish animals, stirring dormant and long suppressed instincts which carry back in spirit many generations to the time when their savage forbears roamed the forest in skulking packs, baying the moon in fierce exultation over their kill or flinging forth their challenge to the other dwellers of the primordial forest.

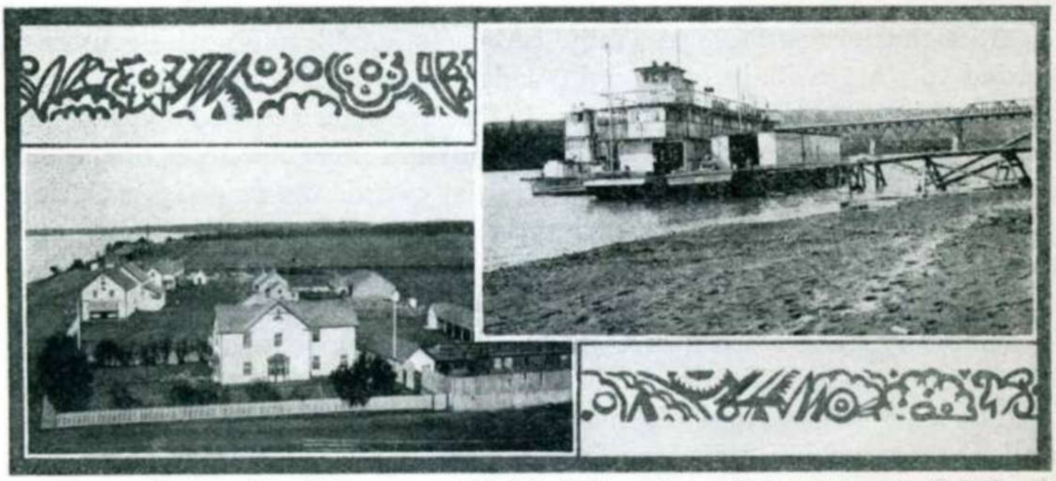
So it is, like their ancestors and feeling the impelling urge of the dim long ago, they sink upon their haunches in a circle, which is lit by the pale light of a fledgling moon, and, raising their eager muzzles to the sky, break into a mournful cadence of ululation, like baffled waves beating upon a distant rock-bound shore, rendering homage to the wolf strain that is within them.

The watcher roused from his reverie and, pulling the flaps of the sleeping bag over his ears, prepared for sleep.

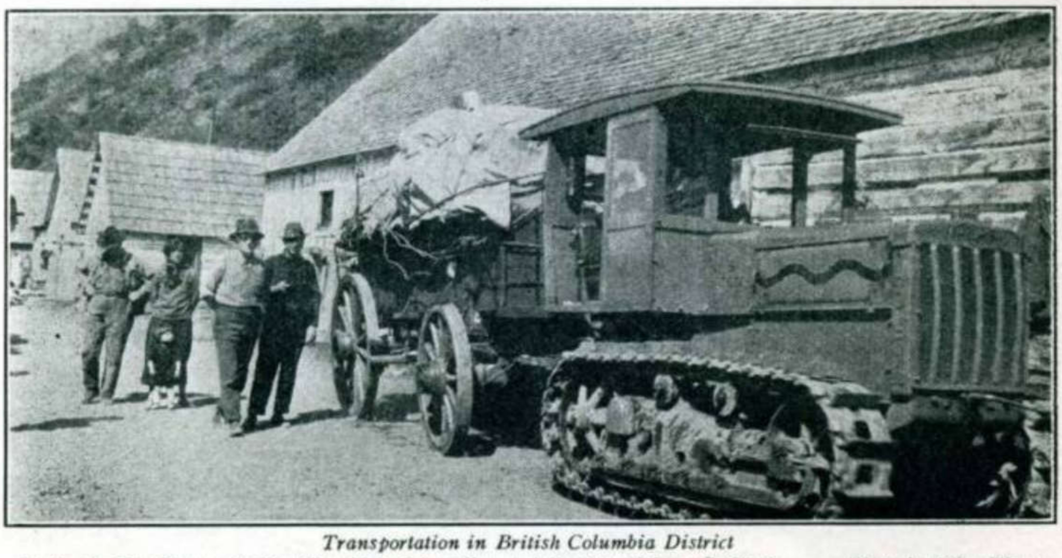
Away to the north an owl hooted drearily, and one of the dogs, as if in sympathy, sent forth a long drawn piercing howl. The other members of the team, awakened by that eerie wail, joined in ghostly chorus.



Transportation in British Columbia District
Hudson's Bay Company Freighting on Dease River. *Photo by Wm. Ware*



Fort Vermilion Post *S.S. "D. A. Thomas"* *Photos by Apprentice K. R. Tremble*



Transportation in British Columbia District
Hudson's Bay Company Five-Ton Holt Caterpillar and Trailer, Telegraph Creek. *Photo by Wm. Ware*

The Fraternity of Medicine Men

By C. H. M. GORDON, Pine Falls, Manitoba

EACH autumn, in the vicinity of some of the Hudson's Bay Company trading posts, the fraternity of medicine men celebrate the Dog Feast. An enclosure about forty feet long by twenty-five broad, fenced with branches of trees, is laid off. It is situated due east and west, and has an opening in either end for purposes of entrance and exit. The ceremony occupies two or three days, during which the ground in the interior of the enclosure is occupied by Indians, who sit close inside the fence. In a line running lengthwise through the centre, are erected perpendicular poles, with large stones at their bases. The stones and poles are reddened with the blood of the dog sacrifice. The animals are killed and, after certain rites have been performed by the medicine men—the medicine bag plays an important part—the dogs are cooked and eaten.

To a casual onlooker, the ceremony appears to be foolish in itself and merely an excuse for a heavy repast of dog meat, but any well informed resident of the country knows that the Indians are assembled for the celebration of a solemn act of communion with the spirits.

The real object of the feast is to make medicine. The Indians have many medicines, composed for the most part of roots, and these sometimes possess real medicinal value. Some are said to be highly poisonous, and even to exercise unaccountable effects—the growth of hair over the entire body, the eruption of black, ineffaceble blotches on the skin, caused by swallowing or inhaling the fumes. Medical men in the country differ in their opinion as to the ability of Indians to cause the above described symptoms, yet many are strong in their assertion that it can be done.

At Fort Hope I had the opportunity of examining the medicine bag of an old conjuror named Wapoosininne. The bag was formed of the skin of an animal in the embryonic stage. The contents of the bag were wrapped each in a separate parcel in the inner bark of the birch tree. In these were dried herbs, bark and leaves of strange plants and trees; powders, claws of animals and talons of birds; coloured feathers and birds' beaks; also what seemed like human finger nails and toe nails, besides images of wood, representing animals and humans in grotesque attitudes.

The curative value of the contents of these medicine bags is a matter for study, but it is certain that a fraternity of medicine men exists, and that other members outside the craft look with awe upon their power.

It often happens that, by a fairly good knowledge of the virtue of certain herbs, and a firm determination of the sufferer not to die, the medicine man effects a cure. I recall a case at Fort Hope post of a woman who had a bad hernia. The treaty doctor told me that she had about three months to live. You may judge of his surprise the following summer, when he saw the same lady go through the Indian dance as if nothing had ever happened. She had been treated by the medicine man. Another case which was related to me was of a young woman. Whilst drawing a loaded shotgun from the canoe by the muzzle, the charge exploded and passed entirely through her body in the region of the chest, the gun being not over twenty inches away when discharged. The shot left a gaping wound. The girl was given up for lost. Not far from where this happened, was a band of Indians, and among them, as usual, a medicine man. The report of the accident reached the conjuror, who, after examining her condition, offered to cure her if she was left entirely to his care. This was done, and the patient fully recovered.

A curious initiation ceremony was performed by a tribe living on the Albany river half way between Fort Hope and Osnaburg posts. The candidate was required to spend a number of days in the forest fasting, until, from extreme physical exhaustion, he should be wrought up to close communion with the spirits. The usual duration of his fast, I was told, was ten days. During that time, the candidate slept among the branches of a tree or in a tent made entirely of moss. His dreams were carefully treasured in his recollection, and he believed that the spirits who were afterwards to become his familiars would there reveal themselves. He is taught to believe in two kinds of spirits—one good, the other evil, but the latter inferior in power to the former. The good spirits are his guardians, yet he may use the devices of the evil one if he so desires.

Reverting to the dog feast, for whole nights previous to the public and final ceremony, the principal medicine man, installed in his medicine tent, instructs his pupils, this being accompanied by the beating of the medicine drum, the monotonous tattoo being kept up all the time.

An interesting circumstance of the medicine man's cult is his weather divinations. During stormy weather, the medicine man may be heard in his tent, in loud incantations. After a time spent in this manner, he appears and predicts at what time the storm will begin to abate, the direction the wind will take, *et cetera*, and often these predictions are correct.

It is common practice for parties who are travelling by canoe, not alone the natives, but whites, to give the medicine man tobacco in return for fair winds. While travelling on the Rupert's river, we met a canoe coming down stream, the party in charge mentioning that he had given old Mettaweshkum a plug of tobacco for the fair wind which they were then having. Shortly afterwards, we came up to the old conjuror, who was camped on the bank of the river. We handed him a supply of niggerhead, and as the wind was dead ahead, asked him to give us a fair wind, which he started to comply with by beating his drum and singing, although also trying to give a fair wind to the party travelling in the opposite direction.

Christian conjurors have been known to express the opinion that the Indians, while still pagans, possess a power which departed from them after Christian baptism. What this power may be, we do not pretend to know. This we do know: here is a great field for those who wish to try to fathom the hidden mysteries of the Fraternity of Indian Medicine Men.

The S.S. D.A. Thomas

By C. H. FRENCH, Fur Trade Commissioner

THE development of new countries require many experiments, not only to find the class of boat suitable to navigate new routes but to find out what new business can be developed. The fine large, luxuriously appointed river steamer *D. A. Thomas* was one of these experiments, or should I say adventures.

The late Lord Rhondda was in 1916 induced to undertake developments in the Peace River, and so bright and promising was the picture painted that a considerable sum of money was placed at the disposal of his Canadian manager. These activities, such as oil wells, coal mines, and colonization, could not be undertaken without a suitable transport. The *D. A. Thomas* was built and named after his lordship.

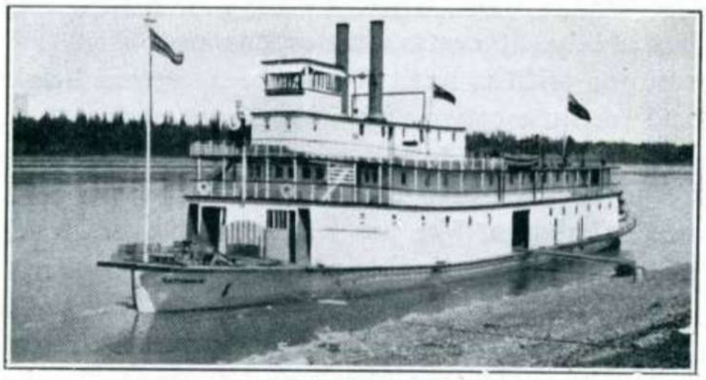
It seems so hard, when organizing new activities, to adopt a middle course or strike the happy medium. This was a case where the extreme in size and luxury was used. The whole scheme was ahead of time, and when Lord Rhondda died it was dropped because it had been carried far enough to demonstrate that it could not be a success.

The steamer passed to the hands of the Lampson Hubbard interests and proved unsuitable for their trade, being in the first place of too deep draft and too costly to operate with the limited business available.

In 1924 she passed to the Hudson's Bay Company, together with all the assets of the Lampson Hubbard Company, and has continued to prove her unsuitability for the Peace river. So it was decided to discontinue her use on that river and transfer her to the Athabasca-Slave river route. To do this, it was necessary that she pass over the famous Vermilion chutes, where there had never before passed a ship of her size. The river is perhaps two miles wide, and has a drop of about thirty feet in a distance of one mile.

The drop is nothing, provided there is plenty of water, but the rapids above are a mass of large rocks, over which the water foams and boils until it reaches the ledge of rock known as the chutes, when it dives down a steep incline, ending in a large comber.

It was impossible to buoy out a channel, excepting to mark the best place to enter and the best place to leave the rough water, and in actually making the passage those marks were found most useful.



S.S. D. A. Thomas

The upper rapids were passed without difficulty, and the chutes proper were found to be just wide enough to allow the ship to pass.

When the steamer had entered at exactly the right spot and in exactly the right position, she reached the very crest, then grounded. The hull completely filled the chute, holding back the water and immediately raising it sufficiently to allow her to slip over this smooth worn rock far enough for her bow to drop and her stern to rise in such a position that she must go through or be a total wreck. The big combing wave at the foot, weighing many tons, dropped on her bow and the real final test was at hand. Necessary precautions to meet this contingency had been taken. The steamer's bow raised up and at the same time her stern went down, causing her wheel to strike heavily on the chute rock and rip about half of it away. She floated out below all danger spots, and after a close examination it was found the only damage was to the wheel. Three hundred miles of steaming landed her at her destination, Fort Fitzgerald.

Captain Cowley demonstrated his ability as a river steamer captain and as a man with iron nerves. He and his crew have the thanks of the Hudson's Bay Company and the admiration of all.

A Remarkable Incident

(*A Sequel to the Foregoing*)

A scow, used at Peace River in the Hudson's Bay Company operations, had outlived its usefulness and was put on the river bank at Fort Vermilion in the fall of 1929. In other words, it was abandoned.

During the high water of 1930, she floated off, passed down over the Chutes to the Rocher river and on down the Slave river to Fort Fitzgerald, coming ashore within a thousand feet of where the *D. A. Thomas* is lying.

In view of the difficult passage of the Vermilion Chutes, the hundreds of sand and gravel bars, as well as points and eddies, this barge passed as with scorn, never deigning even to flirt with them while on her lonely four hundred mile trek to join her former companion at Fort Fitzgerald, we ask the question, "Does a wooden scow get lonesome?"

This incident is more remarkable on account of the peculiar action of the Rocher river, which we think well worth recording here. The Athabasca lake at certain times has no outlet, all rivers connected with it running with it until it reaches a certain height, when the Rocher turns and runs the other way. We know of no other river that runs two ways. In other words, the Peace river has two forks, one called the Slave and the other the Rocher; the Slave runs north and the Rocher south, until the Athabasca lake has reached a certain level, when it turns and runs north, thereby reducing the Peace to only one fork.

When the scow in question passed down the Peace, what manner of instinct caused it to hug the north bank so as to go down the Slave instead of following the south bank and down the Rocher to Athabasca Lake?

HBC Poets' Page

Gifts

If I could ride on the crest of a cloud,
And couch on the uttermost star,
I'd search the world's most mystical things,
And the *why* of those that *are*.
I'd bring you jewels from a mermaid's hoard,
Gold of the sunset's flame,
A veil of dew that the moon has kissed—
And wonders beyond a name.

But I cannot soar; I can only tread
The paths by a thousand trod,
And only lift up my faith, as they do,
To the one eternal God;
And pray that whichever way you take,
Whatever you do, and are,
You may know the joy of a laughing heart,
And the peace of the evening star.
—*Marcile.*

An Apprentice Scotty's Greeting

Forty lads on the open sea,
Out to work for the **H B C**.
Work, hoots-toots! it's sure to suit 'em
Wha bear in mind, our *Pro pelle cutem.*

Frae the North, the lads are maistly braw,
Wi' twa frae Glesca, slightly sma'.
The Sassenach maun think them dour,
But Scotties proved they werena soor.

Tae entertain the folk on board,
A song was sung, which was encored.
Aft in my dreams I hear the roar,
As the Hielanders walked aff the floor.

A toon was reached on Friday nicht,
And roon aboot was lots o' licht.
The laddies speired, what could they see?
Quebec? Och aye! sure, it maun be!

At Montreal, they a' got aff,
And passed the customs wi' a laugh.
Intae a bus the crood did shiv' in,
Then tae a hoose they a' were drivin'.

The next day cam'; 'twas bricht and clear,
And a' the laddies wi' their gear
Were bidin' in their Sunday best
Tae see who a' were gangin' west.

A score hied west at quite a rate,
But Edmonton found only eight.
Too soon they a' hae gaun their way,
And I'm bound for the Upper Hay.

Noo, tae them a' I send this greetin',
"So here's luck tae anither meetin'."
At Christmastide, the best o' cheer;
And efter that a Guid New Year.
—*Apprentice James Brodie, Fort Vermilion.*

An Indian Prayer

The Company my Shepherd is,
I shall not want a meal.
Lord, keep the boss in kindly frame
To let me beg—or steal.

My *debt* he may restore again,
Upon some happy day;
And if he do, he may be sure
I'll never, never pay.

O, Lord, I pray give lots of grub;
Thy troops, they must be fed;
All through this weary pilgrimage,
They need their daily bread.

Our vows, our prayers, we now present,
To pay if we get traps.
There'll be a lot of foxes yet;
Next wintertime, perhaps.

And when the trapping comes again,
Be sure you don't forget;
Lord, tell the boss to be less hard
And give us plenty *debt.*

Oh, hear our supplication, Lord!
Send foxes by the score;
Then for our wives we'll buy some print,
To hap their spindles o'er.

And if our children should get sick,
Oh, send us lots of salts;
A tablespoonful for a child,
Painkiller for adults.

Oh, please send lots of traders in.
They make a better job;
They're not so used to our slick ways
And easier far to rob.

Lord, keep our dogs in perfect trim.
Don't mind about their food;
'Twould be a sin to let them eat—
They work without, as good.

O, send us many tents and stoves;
They're all we have for homes.
And, if you would be kind enough,
Send lots of small-tooth combs.

Be sure, good Lord, to send us geese
Next summer-time and spring.
Bring draughts of fish into our tents,
And we'll your praises sing.

Through each perplexing dusky tribe,
O, hear our humble cry.
If we don't get our grub and smokes,
We'll surely pine and die.

Now, when we leave this world of sin,
To reach the one below,
Lord, don't forget that we will need
Some smokes before we go.
—*George Third, Severn Post.*

The Essence of Sales Promotion

By H. K. FAUPEL,
Sales Promotion Manager, Hudson's Bay Company, Winnipeg

IF one hundred average departmental store people were asked to give a definition of "Successful Sales Promotion," there would probably be about as many different answers as the number of people to whom the question was put. In the minds of most people, sales promotion is simply the promoting of various types of store events through publicity of one kind or another. However, if one will pause for a few moments and give the subject a little intelligent thought, it will be seen that successful sales promotion covers a much broader field.

In the writer's own mind, successful sales promotion is the endeavour of any business to create good-will through satisfactory service, sound merchandising and honest advertising, thus selling at a fair profit.

Service, merchandising, advertising—each in its many different branches; these are the governing factors of successful sales promotion. Let any one of them be wrong and the sales promotion programme is immediately affected.

Watch your service. Make it all it should be: satisfactory.

Watch your merchandising. Think clearly; be sound.

Watch your advertising. Be informative and concise; be honest.

Do these things, do them well, and whether you have a single department or a whole division, you will be continuously associated with "successful sales promotion."

Transportation in British Columbia District
Hudson's Bay Company Caterpillar and Trailer, Telegraph Creek. *Photo by Wm. Ware.*

Northward Bound

By J. LEDINGHAM, Chief Engineer, *Nascopie*

THE voyage of the good ship *Nascopie* to Hudson Bay, 1930, will long be remembered by those who had the good fortune to travel on her as a very, very pleasant and happy one. Starting from Montreal on July 15, under a brilliant summer sky, the ship, bedecked with flags and deeply laden, was given a rousing send-off by the gaily dressed crowd who lined the dock wall: our Montreal office staff, with friends and relatives of those embarking (some for the first time), to follow in the footsteps of the great Company of Adventurers who, for 261 years, have kept the Hudson's Bay Company flag flying, from Montreal, northward, from the Atlantic to the Pacific, and emulating the lead and deeds given by men whose names will ever live in the history of Canada, men such as Strathcona, Simpson, Hearne, and others.

The past voyage has been eventful in many ways. At first, little things seemed to go wrong; but these were overcome, so that eventually the sun shone through again and our hoodoo vanished. Although smooth sailing can nearly always be reckoned on, that arch-fiend fog comes down just when it is least wanted; then there is a bit of bother with ice for a few days. Ice alone is not so bad, but coupled with fog it is a real nuisance and requires careful navigation. The propeller strikes great pans of ice, with ledges projecting many feet under water, stopping the engines completely, and causing everyone to wonder how the blades can stand up to the severe knocks and strain. But the *Nascopie* just seems to nose her way through it all, and safely reaches her desired haven.

We are kept in touch with the outside world by daily news bulletins, thanks to our efficient wireless installation. In the evenings the gramophone is kept going and community singing is in full swing, as the words and tunes become familiar under the leadership of our dapper "Paul Whiteman," who wields the baton.

Broadcasting each evening by the chief factor enables the men at the posts to know where the ship is and when to expect her. One of our distinguished passengers is my old friend Archdeacon Fleming, "Archdeacon of the Arctic," who is doing yeoman service among the Eskimo and carrying on the good work commenced by dear old Dr. Peck over forty years ago. At every opportunity, a simple service is held by him for his beloved friends, the Eskimo.

Open-air services with the mosquitos buzzing round his head, services held in a shed, in the dim light of the ship's 'tween-decks, baptisms, weddings, and, I am sorry to say, deaths and burial services, have we witnessed the archdeacon perform with all the love and whole-heartedness he puts into his work.

An eventful wedding was held in the ship's saloon on the afternoon of September 1, after we had left Port Burwell for Pond's Inlet, the happy couple being Abram Ford and Clara Ford, daughter of our old friend Chesley Ford, known to all who have ever passed through Port Burwell. Captain Murray gave the bride away, J. Drummond-Hay fulfilling the duties of best man. After the service, a reception was held in the saloon. A really beautiful four-tier wedding cake graced the table, made and decorated by the bride herself. The bride's health was drunk, short speeches being made by several of those present. We all wish long life and happiness to Mr. and Mrs. Abram Ford.

It was with deep regret to all that John Hayward was taken to his last long sleep on August 9, 1930, after a few days' illness. He was returning to his post after being out on furlough. The interment was on a lonely hillside above Port Harrison post, a most impressive ceremony being held by Archdeacon Fleming and Rev. A. C. Herbert, the newly appointed missionary attached to Port Harrison. "Johnnie," as he was familiarly known, will be missed by all. I, personally, have known him for many years, seen him grow from boyhood to man's estate, and can vouch for his sterling qualities, his kindness, cheerfulness and adaptability, always ready to lend a helping hand. Through the medium of *The Beaver*, we extend to his wife and four little ones our sincerest sympathy.

A few hours after our arrival at Chesterfield Inlet, a seven passenger Fairchild wasp seaplane, piloted by Mr. Spence, of the Dominion Explorers, landed beside the *Nascopie*. On speaking to Mr. Spence, he told us that he had been on board the *Baychimo* only four days before at Coppermine River, a trip which, a few years ago, was impossible in summer, and is a long hard trip in winter if attempted to-day.

A notable feat in building was performed whilst at Sugluk. In five hours a new house was almost completely built, sills laid, floored, joists on four sides up, completely boarded on three sides, and roof rafters in place, under the leadership of John Mercer, of Bay Roberts. Only with many willing hands and minus mosquitoes could this rapid work be done. It was a creditable performance for amateur carpenters.

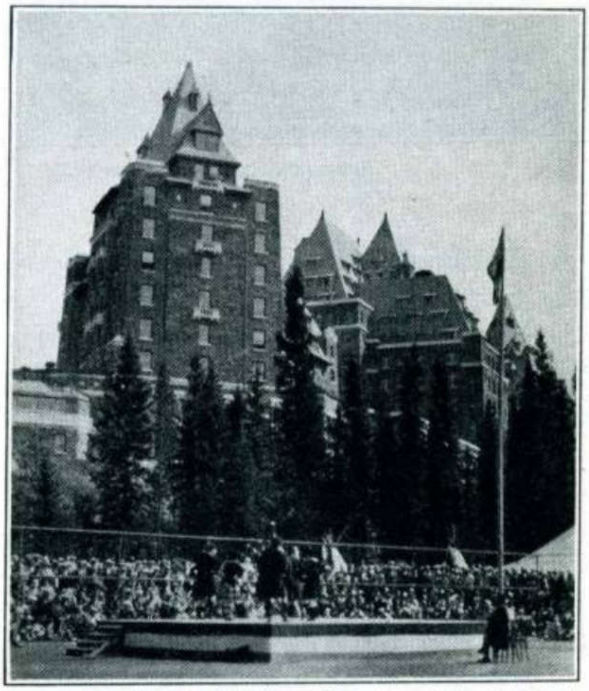
An enjoyable day's fishing in Port Harrison river by Colonel Reid and the writer ended in twenty-two good-sized trout being landed.

Crossing the Arctic Circle, bound for "Pond's," the usual ceremony was held, and Dr. McKenna, Messrs. Drummond-Hay, Mercer and Adams, and Constable Kerr were admitted to the Arctic Brotherhood in due and ancient form and given the circle shake.

The Spirit of Scotland

By ROBERT WATSON

IT is a national trait for Scots to carry the traditions, songs and games of their country with them wherever they go, and it is a peculiar fact that Scottish people abroad seem to become more perfervid Scots than they who stay at home. They seldom forget the days of "auld lang syne," and the land that gave them birth.



The Banff Highland Gathering. (*Photo by R.W.*)

And the Scots who never saw Scotland—the sons and daughters of Scottish ancestry, born abroad—are often the most intensely Scottish of all, especially as the years of ripening manhood and womanhood come upon them.

Perhaps the chief reason for this is, they never cease to be proud of the Scottish blood that flows in their veins and the acknowledged outstanding characteristics of the race—sturdy independence, a reverence for God and the laws of mankind, thrift, determination, strength, courage and a certain mental balance; and they pride themselves in the thought that some of these characteristics may be present in them, and, if not, are at least worthy of aspiring to.

Then Scottish history comprises a romantic story of men and women with a love of country that would brook no foreign dominance or interference, either in government or religion. When the Romans conquered Britain, they could make no profitable headway against the men north of the Forth and Clyde, so they built a wall clear across the country to keep out these fearless raiding mountain folk.

The Scottish people fought for generations for their national independence, and gained it at last on the field of Bannockburn in 1314.

They fought also for their birthright—the freedom to worship their God in the manner of their forefathers. For more than a hundred years, this struggle went on. Covenants were signed and kept. These were renewed in the covenant signed in Greyfriars Churchyard, Edinburgh, in 1638, when some of the adherents set their names on the document in their blood, swearing to die if necessary for their faith.

Putting the Shot. (*Photo by R.W.*)

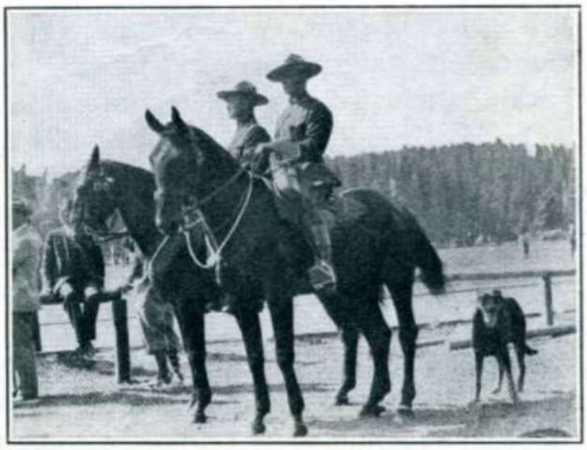
Scottish music and poetry have an appealing plaintiveness, and at times a wild gaiety, all of Scotland's own, telling of all these things; for it is only as a nation has suffered and loved and enjoyed that a national literature is born, and no country in the world is richer in song and story than Scotland is. Scottish games are the most colourful of any—the swing of the kilt, the gay variety of the tartan, the music of the pipes, than which there is no more inspiring in all the world.

Highland lads and lasses dancing over the swords, the Highland fling, the merry eightsome reel, and the rhythmic, graceful slow movement of the Seann Triubhas (the dance of the trousers originally, but now danced in the kilt)—nothing adds so much to the romance, the glamour, the colour of a day's athletic sport in the open air as these. Little wonder the Highland gathering survives and tops all other carnivals and athletic tournaments.

The Scot who was privileged in his early youth to see some of the great Highland gatherings held in his native land—Braemar, Oban, Inverness, the Cowal games—and has travelled far, must have thought, with a feeling akin to sadness in his heart, that he would never witness the like again.

But the Scots abroad, in Canada—that country to whose building Scotland has contributed so much of her best manhood—the Scots in Canada have by study, determination and undying love of Scotland and Scottish tradition, succeeded in organizing Highland games of which Braemer and Inverness might well feel proud.

Away in the Canadian Rockies, at Banff, eighty miles from the city of Calgary, amid rugged mountains, rushing torrents of white-heaved mountain water, rocks and great forests, the Scots forgather from all parts of Canada, and the United States, to participate in this greatest of all Highland gatherings on the American continent.



Royal Canadian Mounted Police. (*Photo by R.W.*)

A Colourful Scene. (*Photo by R.W.*)

On a great stretch of sward, under the shadow of the Banff Springs hotel, with its turrets and embattlements, which stands on a mountain plateau like the famous Edinburgh Castle, thousands upon thousands of Scots, Canadians and Americans foregather to see the world's best athletes, pipers and dancers in friendly rivalry.

For three days the sport goes on. Massed bands of pipers and drummers each morning leave the castle (for such it seems) for the scene of the games below. Judges, in the garb of old Gaul—most of them men with a fine history of athletic achievement behind them, a deep knowledge of Scottish lore in their minds and a strong love for Scotland in their hearts, lairds and highland gentlemen bearing titles and honour, lieutenant-governors, Scottish ladies—all are there to witness the re-enactment of the games of their youthful days in Scotland. The tone throughout is entirely Scottish, a tone of romance, of beauty, of culture, symbolising all that is good, noble and uplifting in Scottish life and character.

"From the lone sheiling on the misty island
Mountains divide us and a world of seas;
But still our hearts are true, our hearts are Highland,
And in our dreams we seek the Hebrides."

Sabbath day ushers in, between the contests of brawn and agility, a Sabbath such as the Covenanters of Scotland knew. From the Devil's Cauldron (a name to conjure with), surrounded by the great rugged snow-peaked mountains upon whose farthest pinnacles white clouds hang and drift in the misty golden beauty of a scene at Loch Awe, the minister, kilt clad, preaches of the days of the Covenanters to thousands of worshippers who sit on the grassy slopes before and above him. Balmoral bonnet, kilt and highland plaid are the vogue there, not the curiosity.

Here and there, on various points of vantage, against the skyline, may be seen the red-coated figures, mounted on horseback, of the Royal Canadian Mounted Police. But there is no dread in the hearts of the worshippers, for these are the friends and guardians of the people, their beloved Riders of the Plains.

As the congregation raise their voices in reverence in the old Covenanting hymn—

"I to the hills will lift mine eyes;
From whence doth come mine aid?
My safety cometh from the Lord,
Who heaven and earth hath made"—

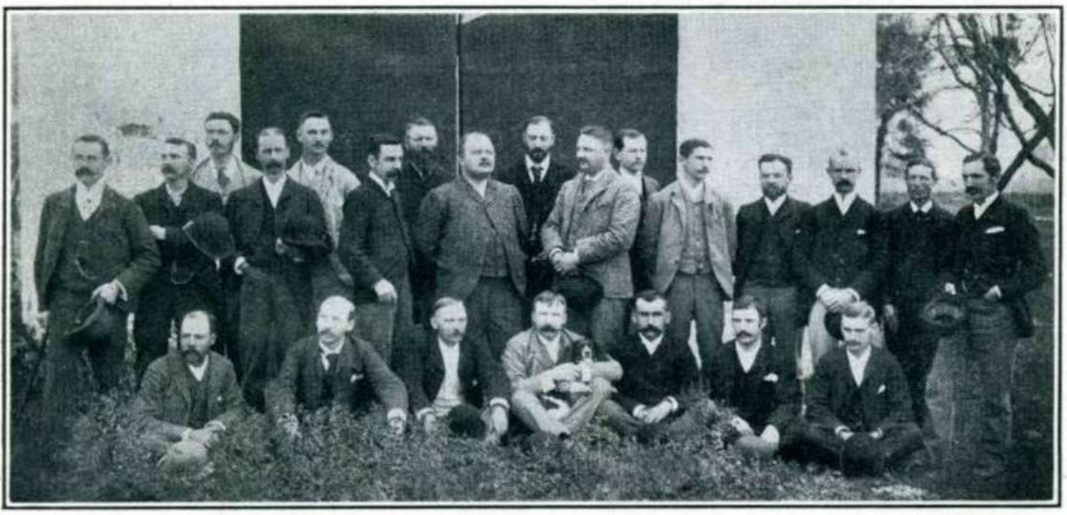
they feel it is good to be there, for nowhere in the world perhaps, in this day and generation, is this solemn, reverent, inspiring spectacle duplicated.

In the evenings, after the summer sun has gone down in a crimson blaze, and the afterglow is fully quenched, when the moon sails up over the mountain peaks, challenging the twinkling stars that punctuate the blue-black, velvety canopy of night, resident and visitor come together in the baronial halls of this great public keep to listen to the Scottish songs of the immortal Burns, Baroness Nairne, Thomas Campbell and the ill-fated sweet singer Robert Tannahill, there to learn something of Scotland's rich background of literature, poetry, folklore and history.

As the night rides on, light hearts and tapping feet join in the modern dances to orchestral music, which are intermingled with the strains of the pipes and the merry vigorous dances dear to the heart of the Scot and so beautiful to watch when danced in kilt and plaids of gay and varied tartans—quadrilles, the Flowers of Edinburgh, the eightsome reel and the Highland schottische.

When at last the few happy days are over, Scot and visitor return to their homes, west, south, east and north, feeling that the romance of yesterday still lives in all its reality in this great yearly Gathering of the Clans at Banff.

Some H B C Officials, About 1890



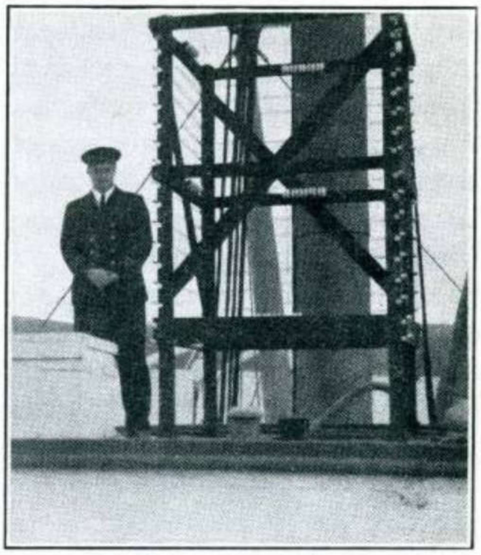
Reading left to right, back row, standing—T. Clouston, N. D. Office; A. C. L. Fox, Winnipeg; J. Houston, Cumberland; A. W. Colpman, Rat Portage; J. Scott, Winnipeg. Front row, standing—G. Hislop, Edmonton; A. C. Makay, Deloraine; T. Ross, Winnipeg; R. Spark, Winnipeg; J. B. Parker, Battleford; J. B. Hall, Winnipeg; E. D. Adams, N. D. Office; W. Galbraith, Prince Albert; F. Leggo, Winnipeg; I. Johnston, Winnipeg; W, Gardner, Macleod. Sitting—M. S. Beeston, Shoal Lake; A. Congdon, Winnipeg; E. DePencier, Manitou; J. E. Thompson, Winnipeg; C. E. Paulin, Qu'Appelle; A. Kenning, Winnipeg; J. White, Winnipeg.

Photo kindly furnished by Chas. H. M. Gordon.

Wireless Navigation

By VEN. A. L. FLEMING, Archdeacon of the Arctic

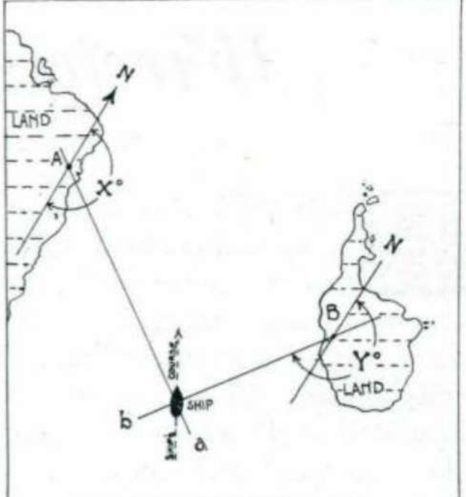
PERCHED on top of the wireless house on the S.S. *Nascopie*, there is a rectangular shaped piece of equipment termed the "receiving frame," but called by the sailors the "bird cage." From the accompanying illustration, it will be seen that this "receiving frame" is composed of a strongly built box frame of wood, bound all round with coils of wire. These coils are properly insulated at all points of contact with the structure, and connected to the direction finding apparatus inside the wireless house through separate "junction" boxes for leading in the cables. The aerials are made of stranded silicon-bronze wire, fitted with the regulation insulators.



Receiving Frame or Bird Cage

In the office, which is a mass of complicated electric equipment, the direction finding receiving apparatus used in connection with wireless navigation appears quite insignificant and very much like the ordinary wireless receiving set known to all my readers.

The plan of operation may be roughly described as follows: When the captain of the ship wishes to find out (or check) the position of his ship, or, to use the language of the sea, when he wishes to take bearings, the wireless operator sends out a "call" signal to the two nearest direction finding stations. As soon as these stations have been heard to reply, a warning signal is sent to the bridge, so that the ship may be kept on her course as steadily as possible. At a given signal, the wireless operator takes a reading on his instrument, and simultaneously an officer on the bridge takes a reading on his compass, so as to know exactly how the ship is steering. This is repeated at given intervals, and thus successive readings are obtained by both the operator and the navigating officer. The wireless bearings are transmitted from each direction finding station to the ship in the form of a number representing the position of the ship east of the "true north" from the direction finding station. The result is that two angles are obtained by the ship. Direction finding station No. 1 gives so many degrees, which for convenience we will call X degrees, while direction finding station No. 2 gives a reading of Y degrees. These are then plotted (drawn) on the chart (map) and so the exact position of the ship is known to be at the intersection of lines Aa and Bb (see diagram).



POSITION OF SHIP OBTAINED FROM SIGNALS RECEIVED FROM TWO DIRECTION FINDING STATIONS LOCATED ON LAND AT POINTS A AND B

Like every other mechanical device invented by man, there are various factors which enter into the working out of the method, and these may cause errors to arise of a more or less serious nature. For example, the mechanism is very delicate, and the slightest displacement of some small part may cause inherent errors in the machine. Then, too, the navigators are not always accurate in taking bearings. The ship also is moving, and considerable distance may be covered between the time when the "call" signal was sent out and the time when the answer was received. Even if the engines were stopped, this last factor would enter in on account of winds and tides.

Again, during the night the air waves are often different from those experienced in the daytime, and this causes discrepancies to arise, as also does the refraction from the earth's surface on the coast. Finally, the charts (maps) are often far from being accurate. This is specially true in the Arctic regions, where the coast lines are so little known.

Wireless navigation is not claimed to be perfectly accurate, but its primary use is as an emergency method of finding the ship's position when, on account of fog or other causes, the ordinary methods have partially or totally failed. It is used also with good effect to check up the position taken by means of the usual observations from the bridge. Since wireless observations can be repeated periodically, any serious discrepancies are soon revealed, hence it can be stated that the final results of wireless navigation are reasonably accurate and of the greatest possible value to the Arctic voyager.

In the Hudson Strait, where, even during the summer months, navigation is a hazardous business, the Canadian government has established direction finding stations at Resolution Island, Cape Hope's Advance, and Nottingham Island. In Hudson Bay at Churchill and Chesterfield, similar stations have been erected.

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Our Cover Picture

Our cover picture represents the last dog train leaving Lower Fort Garry, 1909. It is a miniature of our historical calendar for 1931, and comes in appropriately as to date, as the building of the Lower Fort commenced in 1831—one hundred years ago. Charles F. Comfort is the artist.

The Story of Starch and Syrup

By JOHN POITRAS, Hudson's Bay Company, Winnipeg Wholesale

THE manufacture of starch and corn syrup, while involving a very large outlay in plant and machinery, is not complex in theory. Corn is the basis of the raw material, and it has to be thoroughly cleaned so as to remove the dirt, cobs, chaff and other grains. The process all through is a wet one, until the product is finally brought into the merchantable shape in which it is handled by the trade. After this cleaning, the corn is soaked in hot water until it is soft, involving manufacturing judgment, as at different seasons the conditions change.

The manufacturing of starches *et cetera* is actually a complete separation and elimination from the corn of everything that is not starch and, as gravities is the basis of the separation, the greatest care and experience must be applied to obtain the best results both as to recovery and maintenance of quality.

After the corn has been softened by the hot water, it is broken up to release the germ of the grain, which contains a small percentage of oil which is recovered through a regular oil pressing and filtering system and brought into a condition for sale. This is chiefly used for the manufacture of the finest qualities of toilet soaps *et cetera*.

After the germ has been removed, the rest of the corn is ground in water and run over sieves covered with very fine silk bolting cloth, which retain the bran discharged through a shaking process and allow the starch and gluten to pass through. The starch is then separated from the gluten on long tables or troughs, where the heavier starch settles and the lighter gluten flows on and is trapped in large tanks, reincorporated with the bran, passed through filter presses to take out the most of the water, then dried, ground, bolted and marketed for cattle feed. This is much prized by dairymen, containing as it does, the protein of the grain in a condensed form.

This leaves what in factory parlance is known as "raw starch," which is then further purified by a washing and syphoning process to check up any defects which might have occurred at the previous states. There are three choices of further manufacture after this point has been reached: culinary starch, laundry starches of various kinds, and corn syrups. This clear definition will settle in the mind that starch and syrup are the self-same thing and, contrary to the idea of many that syrup is a by-product of starch, because if one uses it for further manufacture of refined starches it does not exist for syrup, and *vice versa*.

The branching out process now takes place into three merchantable products: culinary or cooking starch, which through a system of treatment in large tanks and careful handling is settled, dried, ground and is then ready for the packing rooms for packaging through automatic machinery and boxing for the market; laundry starches likewise treated for the various uses for which they are required, and through a system of handling in drying produce the lump or gloss starch and crystal starch for the grocery counter; and corn syrup. This pure corn starch is mixed with acidulated water and cooked under pressure until the starch has been broken down and the proper proportions of glucose, maltose and dextrine have been formed from the starch. At this point the pressure is released and the contents of the apparatus, which is called a converter, are blown into a tank, where the small amount of acid which had been used is neutralized.

The change which has been produced in corn starch in its manufacture into corn syrup is somewhat like that which occurs when the starch undergoes digestion in the human body, and corn syrup may be considered as in a way predigested starch. The syrup liquor obtained by the cooking of the starch as described still contains minute traces of corn oil and corn gluten, which, although normal constituents of the corn and most wholesome, are, so far as corn syrup itself is concerned, impurities. These are next removed by filtration over bone charcoal. This bone charcoal, like wood charcoal, has a remarkable purifying power, absorbing the impurities into its pores while the purified syrup passes on. The cooking of the starch to syrup at a high temperature effectually sterilizes it and, after the purification by the bone charcoal, which immediately follows, it is left absolutely pure and very wholesome as a food.

Great Britain's Hawaiian Territory

We are indebted to Mr. A. P. Taylor, librarian of the archives of Hawaii, for the following item of interest in a recent letter to the editor of "The Beaver."

AUSTRALIA has sent to the treasury in Hawaii $2,433, which is to be used in constructing a stone jetty directly in front of the Captain Cook monument at Kealakekua. Sir Joseph Carruthers, one of the outstanding devotees of Captain Cook, was Australia's representative to the Captain Cook sesqui-centennial celebration in Honolulu in 1928. He informed us at that time that he proposed to have Australia make a gift of the stone jetty as Australia's contribution to Hawaii. The plans have already been drawn and approved by the Australian government, and it will be built by the government of Hawaii this year. It was a splendid gesture of friendship to Hawaii. As you know, the land on which the monument stands is actually British territory. The government also recently gave the small piece of land between the monument and the shore so that Great Britain in Hawaii now has access to the Pacific Ocean.

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Is the oldest business institution on the American continent;

Had a Prince and a King of England as its Governors;

Operated the first chain store system;

Made the North-West Passage;

Had an officer in its service, Henry Kelsey, the first white man in Eastern Saskatchewan;

Had an officer in its service, Samuel Hearne, the first white man to reach the Arctic overland;

Set aside 116,000 square miles of territory for the Selkirk settlers;

Evolved the York boat;

Founded the cities of Winnipeg, Calgary, Edmonton, Victoria and others in Western Canada;

Furnished the first governor of British Columbia in Sir James Douglas;

Introduced sheep farming into Canada;

Operated the first steamboat on the Pacific Coast, the S.S. *Beaver*.

Explored the northern interior of British Columbia through its officers, Samuel Black, John Bell, Robert Campbell, John Stuart and others;

Explored the Arctic through its officers, Dr. John Rae, Peter Warren Dease, Thomas Simpson and others;

Traded in Alaska when that country was Russian territory;

Introduced farming into Western Canada;

Through Sir George Simpson, held British Columbia and Vancouver Island for the British Empire.

During the Great War, 1914-1918:
    Operated over 250 ships for allied transport;
    Acted as purchasing agents for the French government;
    Transported over 18,000,000 tons of goods for the use of the Allies;
    Had 525 of its employees serving overseas, eighty-one of whom gave their lives in the cause;

Owns and operates in Canada today:
    Eleven large department stores—Winnipeg, Saskatoon, Yorkton, Calgary, Edmonton, Lethbridge, Nelson, Vernon, Kamloops, Vancouver and Victoria,
    Six wholesale establishments—Winnipeg, Saskatoon, Regina, Calgary, Vancouver and Edmonton,
    Three hundred fur trading posts,
    Eighty-six steam and motor vessels,
    Six hundred dogs in winter,
    Twelve hundred canoes in summer,
    Two and a half million acres of farm and pasture lands in Manitoba, Alberta and Saskatchewan,
    Numerous subsidiary companies, such as land settlement, oil and gas exploration, *et cetera*.

The Poets and Prayer

"Prayer ardent opens heaven."—*Edward Young*.

"We do pray for mercy; and that same prayer doth teach us all to render the deeds of mercy."—*Shakespeare*.

"They who have steeped their souls in prayer
Can every anguish calmly bear."
—*Richard Monckton Milnes*.

"Our vows are heard betimes—and Heaven takes care
To grant before we can conclude the prayer.
Preventing angels met it half the way
And sent us back to praise, who came to pray."
—*John Dryden*.

"Her eyes are homes of silent prayer."
—*Alfred Tennyson*.

"Prayer is the soul's sincere desire,
Uttered or unexpressed—
The motion of a hidden fire
That trembles in the breast."
—*James Montgomery*.

"From every place below the skies,
The grateful song, the fervent prayer—
The incense of the heart—may rise
To heaven, and find acceptance there."
—*John Pierpont*.

"Every wish is like a prayer—with God."
—*Elizabeth Barrett Browning*.

"He prayeth best who loveth best
All things both great and small."
—*Samuel Taylor Coleridge*.

"I sit beside my lonely fire
And pray for wisdom yet;
For calmness to remember
Or courage to forget."
—*Charles Hamilton Aide*.

"Truth from his lips prevail'd with double sway,
And fools who came to scoff, remain'd to pray."
—*Oliver Goldsmith*.

"Work, and thou wilt bless the day
Ere the toil be done;
They that work not can not pray,
Can not feel the sun.
God is living, working still,
All things work and move,
Work, or lose the power to will,
Lose the power to love."
—*John Sullivan Dwight*.

Ancient Coloured Maps and Sea Charts

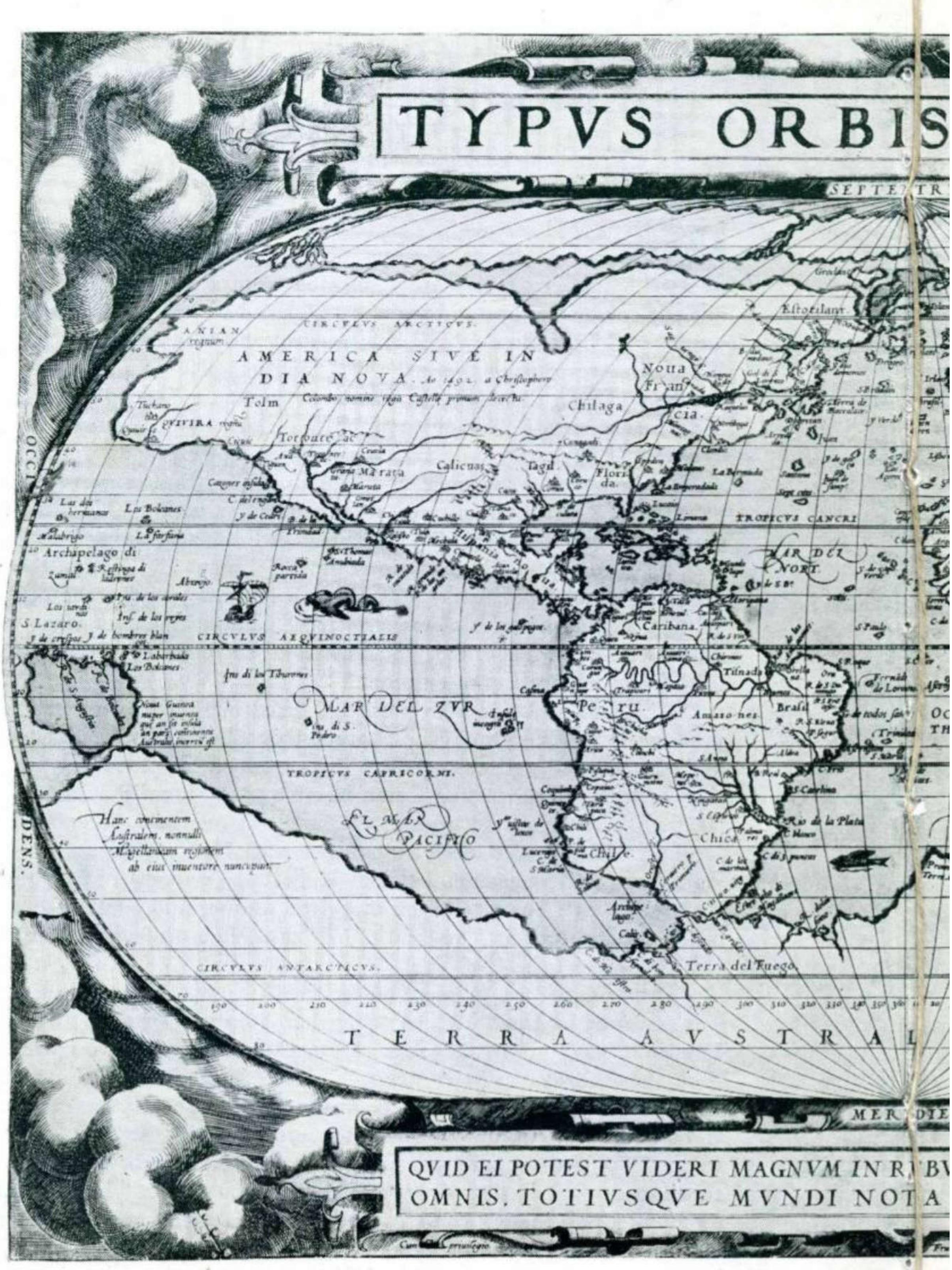
By GEORGE BINNEY, Hudson's Bay Company, London, England

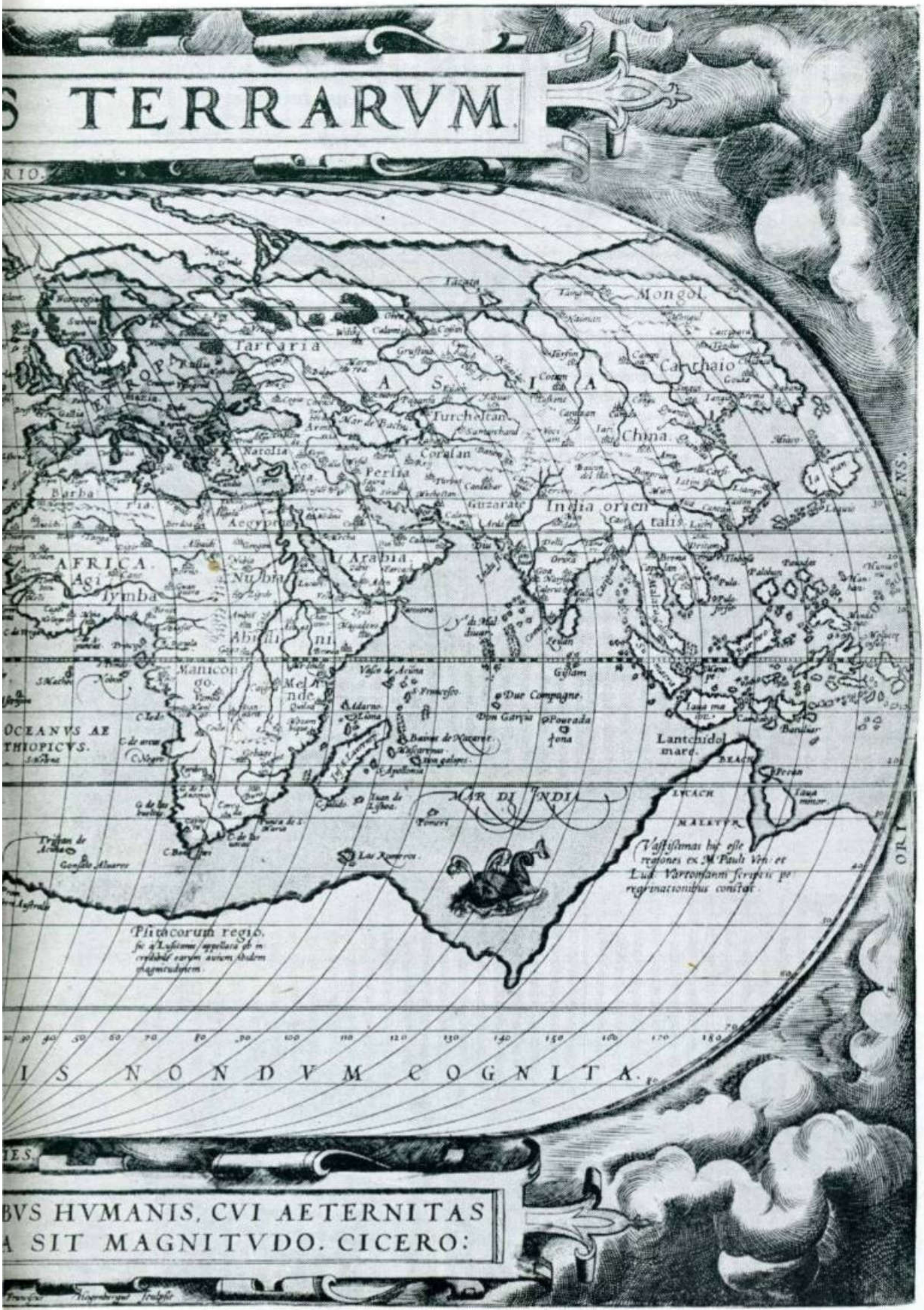
WE reproduce in the centre pages of this issue the outline of the world as it was known to the geographer Ortelius in 1570. This very rare map is selected from a remarkable collection of ancient coloured maps and sea charts formed for the Hudson's Bay Company by George Binney and exhibited in the Winnipeg, Vancouver and Victoria stores during the last three months. No similar exhibition has previously been displayed in Western Canada. The following extracts are taken from Mr. Binney's pamphlet on the map collection:

"History records that the Emperor Agrippa prepared a map of the world which was set up in Rome for public view that citizens might daily be reminded of the inheritance of their empire, and to this same end the Governor and Company of Adventurers of England trading into Hudson's Bay set before you this collection of ancient maps and charts, the earliest of which dates from before the Spanish Armada; they trace century by century the discoveries of explorers, the establishment of trade by rival nations, the struggle of early colonists and the clash of armies and navies in shaping the destiny of empire.

"The first question which will be asked is whether these maps are reproductions. Every map and chart in this collection is genuinely ancient, and was printed and coloured by the craftsmen of past ages—and could they but tell their own story, at a humble estimate we should find that at least some of them had been in the hands of men who hailed Sir Francis Drake as friend, who were acquainted with Henry Hudson, or who had waited upon the pleasure of Prince Rupert at the court of St. James; and if the sea charts could tell their story too, they would point with the pride of old sailors to their scars and unfold the tale of their wanderings in the old wooden vessels.

"If we pause for a moment before the first map of this collection, which was designed by the Dutch cartographer Abraham Ortelius at the famous Plantin Press in Amsterdam in 1570, there is no feature more striking than the realization of the extent to which the shape of the earth was already known and roughly charted at that early date. It was only seventy-eight years since Columbus had discovered America, and yet—chiefly due to the Spaniards—there was already a rule of thumb knowledge of the continent. Knowledge of Africa and the East was considerable and was owed chiefly to the Portuguese, the Dutch and the Merchant Adventurers of London,* who were busy laying the foundation of the British Empire in the East a century ahead of Hudson's Bay Company in the west. Only Australia is totally absent from the map.


TYPVS ORBIS
SEPTE
OCCI
DENS.
AMERICA SIVE INDIA NOVA. Ao 1492. a Christophoro Colombo nomine regis Castellæ primum detecta
CIRCVLVS ARCTICVS
ANIAN regnum
QVIVIRA regio
Tolm
Chilaga
Noua Francia
Estotilant
Groilandt
Calicuas
Tagil
Florida.
La Bermuda
TROPICVS CANCRI
MAR DEL NORT.
Archipelago di
S. Lazaro.
Las dos hermanos
Los Bolcanes
CIRCVLVS AEQVINOCTIALIS
Caribana.
MAR DEL ZVR
Peru
Brasil
Amazones
TROPICVS CAPRICORNI.
EL MAR PACIFICO
Chile.
Chica
Rio de la Plata
S. Catalina
Hanc continentem Australem, nonnulli Magellanicam regionem ab eius inuentore nuncupant.
Noua Guinea
CIRCVLVS ANTARCTICVS.
Terra del Fuego.
TERRA AVSTRAL
MERIDIE
QVID EI POTEST VIDERI MAGNVM IN RE
OMNIS, TOTIVSQVE MVNDI NOTA


S TERRARVM
RIO.
Tartaria
EVROPA
A S I A
Mongol
Carthaio
Turcheſtan
Coraſan
China
Perſia
Natolia
Aegyptus
Arabia
India orientalis
AFRICA
Agiſymba
Nubia
Abiſſini
Manicongo
Melinde
OCEANVS AETHIOPICVS
MAR DI INDIA
Lantchidol mare.
BEACH
LVCACH
MALETVR
Vaſtiſſimas hic eſſe regiones ex M. Pauli Ven: et Lud. Vartomanni ſcriptis peregrinationibus conſtat.
Pſittacorum regio, ſic a Luſitanis appellata ob incredibilem earum avium ibidem magnitudinem.
Due Compagne.
Los Romeros
IS NONDVM COGNITA.
ENS.
ORI
IES.
BVS HVMANIS, CVI AETERNITAS
A SIT MAGNITVDO. CICERO:
Franciſcus Hogenbergus ſculpſit

"The appeal of ancient maps is threefold. Firstly, it seems as though the more we discover of the true shape of the earth the more we incline towards the days old and bold when mystery still lay beyond the horizon, and the more we treasure links such as these which bind our memory with the past. Secondly, these maps are heirlooms of adventure: each name engraved upon them is the witness of an exploit won, the memory of gallant men spurred by the rumour of the winds to wrest the secrets of unknown seas and unknown lands. . . . 'Hope went before them and the world was wide.' Then, thirdly, there is pleasure in contemplating the rare craftsmanship of the men who made these maps: for they sought not only to draw maps serviceable to travellers but with the spirit of artists to delight the eye by adorning their work with choice colouring, with the coats of arms of their patrons and with curious devices such as dolphins, mermaids, strange beasts, sea monsters and the like. It seems as though they portrayed upon their maps the very words of the psalm—' . . . this great and wide sea wherein are things creeping innumerable, both small and great beasts. There go the ships, there is that leviathan whom thou hast made to play therein.'

"Shrouded in a veil of mystery, Mother Earth had been an object of awe and veneration to our ancestors, and had inspired them to give of their best in fashioning her likeness upon their maps. As she yielded the secrets of her outline, so the makers of maps lost their awe of the old hazy mysteries laid bare, lost their hero worship of the early discoverers, lost their inspiration. Some turned their art wholly to gain—measuring in cents and dollars the latitude and longitude of their labours; others grimly devoted to the precise science of geography, scornfully brushed aside those 'sweet small courtesies' of the old atlas makers which embellish so gallantly 'dusty maps of Mexico, dim as dreams, and soundings of the Bay of Panama.'"

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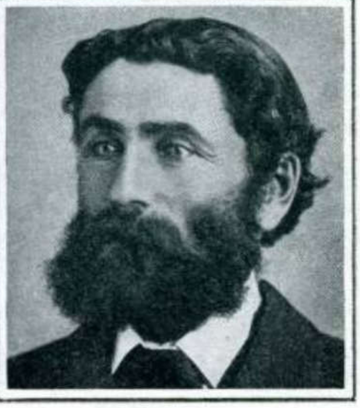
*They formed the East India Company in 1599.

Late W. K. Broughton
Chief Factor

Late Capt. Henry Bishop
A famous Northern Navigator who sailed into the Bay for forty years



Late Robert Spencer Miles
Chief Factor

Children's Essay Competition

This competition was arranged by Hudson's Bay Company Overseas Settlement Limited to encourage and stimulate the other new farm settlers. The conditions were that children up to fourteen years of age and still attending school should write, without help, their impressions of "Their New Home in Canada." The first and second prize winning essays, as adjudged by the editor of The Beaver, are reproduced.

"We came out to Canada in April 1929, and when we saw our new home we liked it very much. We always lived on a farm, so we were very happy.

"Horses were given to us and then the men started to put in the crop and garden. Soon we were supplied with a cow, some chickens and pigs and then we had some work to do feeding them and milking the cow. We were given a brush breaker, and the men broke up some land and cut brush in the summer.

"We bought more cattle and more pigs till we had the farm well stocked. Then there was hay cut to feed the cattle and horses in the winter, and a barn was fixed up to shelter them from the storms.

"During the summer my brother and I went to school and we liked it very much. Some of the subjects were at first hard to do but I think they are all easy now. We went to school all winter across the lake and when the wind started to blow it got very cold but we did not get frozen.

"In September there is a school fair at which we can exhibit a lot of things. We were given some vegetable and flower seeds to grow ourselves, and they are growing well. We can also exhibit livestock, sewing, wheat, oats, school work, and a lot of other things.

"At home we have plenty of work to do weeding the garden and cutting wood. Sometimes we go out picking Saskatoons and strawberries, and we often go paddling in the lake which is about two or three feet deep.

"The weather here is very nice. There is a shower of rain sometimes, which makes everything grow quickly. The crop is growing much better than it did last year and it looks nice. There are a lot of wild flowers growing around and they make everything look bright. The trees are much smaller than they are at home and there are not so many different kinds of them, but if they were big it would be much harder to clear the land. There are a lot of mosquitoes this year and they are the only thing we don't like because they sting so much, especially after a shower of rain.

"If I win a prize I will use the money to buy school books for grade nine if I pass my examination, or I might keep it till I have enough to buy a piano, because I would like to learn to play."

First prize essay, by Moira Foster, Hudson's Bay Company Farm No. 60, Mannville, Alta.

"During the month of February, my parents decided to leave the Mother Country and try their luck in one of the colonies. After careful decision between Canada and Australia their final decision was Canada.

"On March 22nd 1930 we embarked on the Cunard R.M.S. *Antonia* at Princes Dock Liverpool England, and our long journey commenced at 2 p.m. under the guidance of Captain G. W. Melsom (O.B.E., R.N.R.). After ten days pleasant voyage we landed at Halifax, entrained for Winnipeg, where we were met by Hudson Bay officials and received final instructions to proceed to our new home which the Hudson Bay Company Limited had already arranged for us before we left England.

"On arrival at our new home we were more than surprised at the satisfactory accommodation provided for us.

"We soon set to work to arrange things to our own liking, and to do our best to develop the farm into a paying concern, and at the present time we have eighty head of poultry, one three year old horse and one calf more than quantity issued to us. Father is hoping to have sixty acres of breaking ready to seed next year. All our stock is well and our garden and crops are a great success.

"My home duties consists of milking twice daily, feeding pigs, and looking after the wants of the poultry, and any other kind of work I can do to help father. My time passes very quickly and happily, it is a lovely life in the open all day, and knowing what I do is all for our family benefit, and father impresses upon me the livestock wants the best of attention, and kindness to them is never wasted, and the most important thing for me to do, is to feed regular at one time each day and never be late; and I can see the results of father's teaching as, the cow never goes away and the gate is open all day long, the hens never come near the garden and it is not fenced, and the pigs are gaining weight day by day. My sisters and brother are developing to fine healthy children, their cheeks are like red apples, and they eat more than they did in the Mother Country which goes to prove they are thriving.

"If the people of the Mother Country only knew the chances there are in Canada, I am sure more families would come out here, as this is a real free country, you do not see factory chimneys smoking day and night, nor the pale faces of the workers.

"The most difficult problem will always be to convince people that there is an opening for workers and that they must work long hours for a few years until such times as they are able to say my farm is paid for, the small sacrifice of giving up all family ties has been well worth it for 'we are independent now.'

"I think it would be very interesting to read all the essays sent in under this competition scheme; it would educate me a good deal, as everyone will have different views, and each competitor will be going to spend the prize money a different way, they say a girl can't keep a secret, well I am keeping my own counsel as regards the prize money, and if successful, the Hudson Bay officials may rest assured it will not be wasted."

Second prize essay, by Catherine Mackie Geddes, Hudson's Bay Company Farm No. 40, Islay, Alta.

HUDSON'S BAY COMPANY OVERSEAS SETTLEMENT LIMITED 1668 1925

Hudson's Bay Company
British Family Settlement
Vermilion, Alberta

FARM COMPETITION AWARDS

To encourage the progressive development of their new homes and farms, their gardens, and increase in cultivated lands and livestock, a number of prizes were offered for general competition.

The high standard of progress attained by so many of the farmers in close competition made it necessary to award fourteen consolation prizes of Hudson's Bay Company white woollen blankets.

The list of competitions and awards are as follows:

ALL ROUND BEST FARM—

First Prize (Cow)—Won by B. Griffiths, Farm No. 26, previously a Welsh miner.

Second Prize (Paint for Buildings)—W. Brown, Farm No. 69, previously a Northumberland motor haulier.

Consolation—A. C. Gillies, Farm No. 47, a Scotch farm manager.

LAND DEVELOPMENT—

First Prize (Hay Mower)— R. Gilholme, Farm No. 32, previously an English farm worker.

Consolation—B. Conlon, Farm No. 28, an Irish labourer; D. Geddes, Farm No. 40, a Lancashire market gardener; A. C. Monro, Farm No. 41, a Scotch farm worker.

LIVESTOCK—

First Prize (Brood Sow)— E. Foster, Farm No. 60, a farmer from Ireland.

Consolation—J. C. Brown, Farm No. 39, an English farm worker, etc.

HOUSE AND GARDEN—

First Prize (Churn)—E. J. Lugg, Farm No. 59, an English ship's painter from Cardiff, Wales.

Second Prize—R. Allison, Farm No. 51, a Yorkshire farm worker.

Consolation—E. C. Hughes, Farm No. 9, a Welsh miner; T. Payne, Farm No. 6, an Irish miner.

DAIRYING—

First Prize (a Cream Separator donated by Massey-Harris Company)—Wife of A. F. Holland, Farm No. 25, a licensed victualler and miner from Wales.

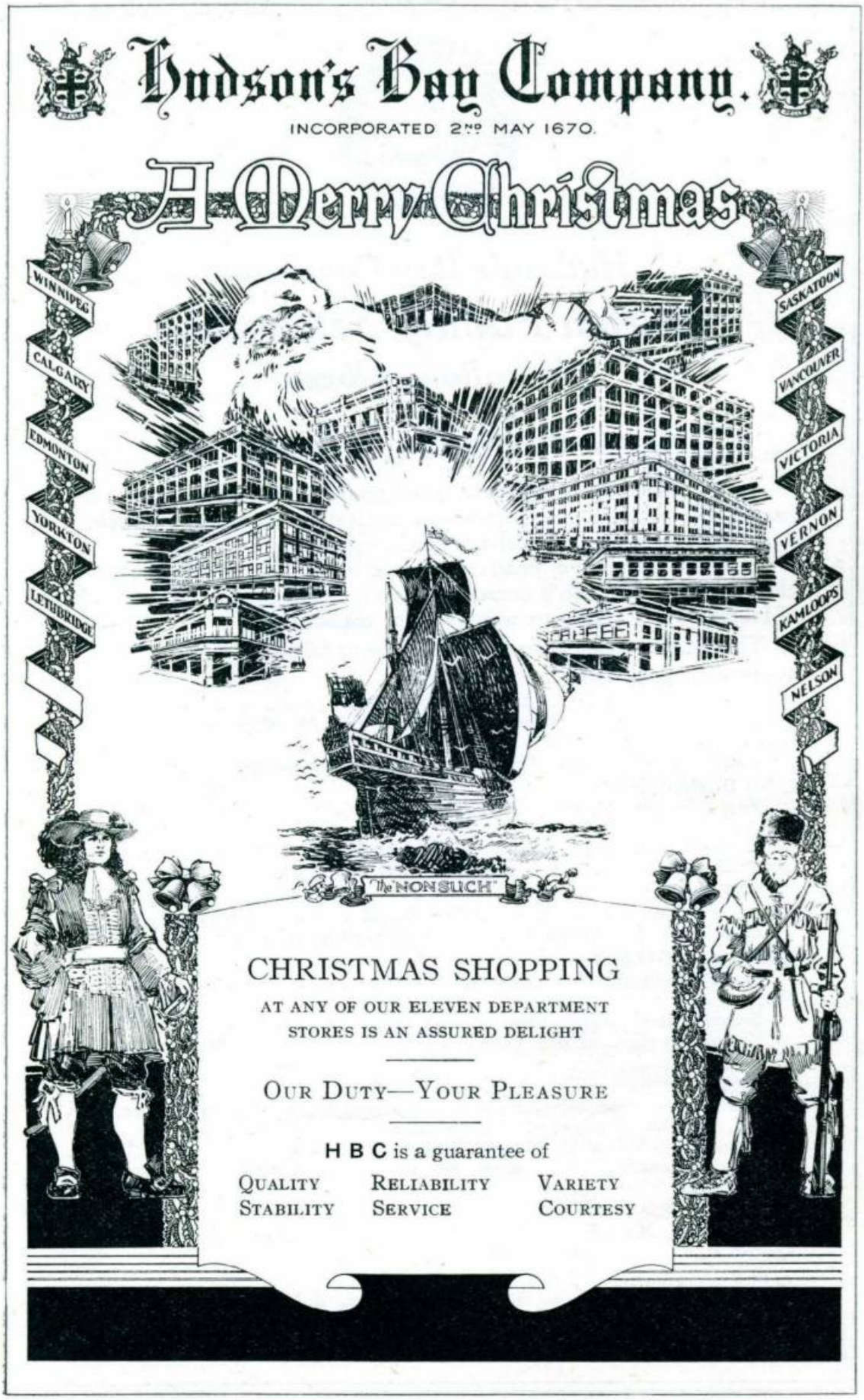
Consolation—Wife of D. Williams, Farm No. 22, a Welsh miner; wife of J. Little, Farm No. 82, English motor bus driver; wife of H. R. Evans, Farm No. 57, from Ceylon tea plantations.

CHILDREN'S ESSAYS—

First Prize—Moira Foster. Second Prize—Catherine Geddes. Third Prize—Albert Teasdale.

OTHER CONSOLATION AWARDS—

W. H. Hollyoake, Farm No. 30, an English labourer. R. M. Mathewson, Farm No. 71, a Scotch farm worker. W. G. Slee, Farm No. 58, a railway guard from Wales. A. H. Hartley, Farm No. 8, an English farm worker.


Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.
A Merry Christmas
WINNIPEG
CALGARY
EDMONTON
YORKTON
LETHBRIDGE
SASKATOON
VANCOUVER
VICTORIA
VERNON
KAMLOOPS
NELSON
The NONSUCH

CHRISTMAS SHOPPING

AT ANY OF OUR ELEVEN DEPARTMENT
STORES IS AN ASSURED DELIGHT

OUR DUTY—YOUR PLEASURE

H B C is a guarantee of

QUALITY RELIABILITY VARIETY
STABILITY SERVICE COURTESY

STAFF SUPPLEMENT

News from Stores, Posts and Branches

Vancouver

THE BEACON

The huge beacon, one of the largest in the world, which was lighted with due ceremony on top of the Hudson's Bay Company building at Granville and Georgia Streets on Saturday night, September 13, is an expression of the Company's faith in the future of air transportation.

R. C. Scibird, store manager, spoke of the readiness of the Hudson's Bay Company to assist at all times in the development of Western Canada and its alertness to present anything that will assist in the upbuilding of the Dominion as a whole. For this reason, the Company has taken a leading part in erecting air beacons which will be of practical value to the pilots who carry our mail.

For over two and a half centuries, with dog team, canoe, sailing vessel, ox cart, railroad and steamship, the Hudson's Bay Company has maintained a line of communication between its posts, an enviable record in the history of transportation; and now, with full realization of the future development of this country, a new means of transportation is necessary, and the Hudson's Bay Company moves forward to associate itself with aviation.

The beacon will burn from sundown to sun-up. Rising to a height of nearly two hundred feet above street level, this great light will be visible for nearly a hundred miles on clear nights.

The beacon is mounted on a hexagon shaped steel skeleton sixty feet above the roof line, has twenty-four Neon tubes, three to each side of an octagon, to insure visibility from every direction.

After the ceremony of turning on the beacon, the guests of the Company were entertained to an elaborate dinner. The setting for the head table and the menu were symbolic of aviation.

Among the guest were many prominent citizens of Vancouver, several of whom contributed interesting speeches during the evening.

JUNIOR EXECUTIVE CLUB

The Junior Executive Club opened its fall term with a dinner meeting in the Georgian Restaurant, Thursday evening, October 2. There were three speakers: R. H. Headley, engineer of Neon Products of Western Canada, Limited, who explained the construction, purpose and operation of the great beacon; R. C. Scibird, store manager, who discussed briefly the purposes of the Junior Executive Club and welcomed new members; and H. A. Stone, manager, ready-to-wear division, who spoke on "Fashion Merchandising." Mr. Stone's address was illustrated with living models wearing costumes from the ready-to-wear division.

Before introducing the speakers, President Brock Smith spoke briefly of the programme projected for the 1930-31 term. It had been decided, he said, to lay emphasis upon the problems of selling, and all talks would touch on some angle or other of salesmanship. "Our purpose here is to sell, and if, in any way, this club can help to make our selling more effective, we will be doing something really worthwhile for ourselves, and for the store," he said.

Mr. Headley's address was heard with great interest and many of the members waited afterward to tell him how much they appreciated his clear, non-technical explanation of the beacon.

Mr. Scibird, speaking on behalf of the executive board (made up of store executives), said that he and his colleagues were gratified with the workmanlike manner in which the club officers had conducted the club's activities during the summer, and forecast a profitable and interesting fall and winter session. He also promised that every member of the executive board would be happy, at all times, to help the club in any way possible.

"Fashion Merchandising," the address given by Mr. Stone, divided itself into eight distinct themes: (1) Style and fashion, (2) fundamentals of the fall trend, (3) the daytime dress silhouette, (4) the coat silhouette, (5) the trend of evening dresses, (6) fashion advertising, (7) fashion display, and (8) advantages of price lining.

The evening's entertainment consisted of a song and dance number by six young ladies of the staff dressed in velvet aviation costumes of variegated hues, and motion pictures presented by W. Etris on behalf of Skreen-Adz Limited. Following an uproarious "Felix, the Cat" comedy, Mr. Etris showed the pictures taken at the dedication of the new Vancouver airport and the new Hudson's Bay Company beacon.

A. M. Stephen, Canadian poet and novelist, was heard in a short recital of his own poems at the second fall meeting of the Junior Executive Club, October 16. He prefaced his recital with a short talk on "Prosperity Week," and bespoke the interest of his hearers in the offerings to come because his poetry was undoubtedly a "Canadian product." Mr. Stephen read three poems: "Capilano," "A Song for a New Nation," and "Vancouver."

Musical selections were given by George Panton, banjoist, and J. Fraser, pianist, following which R. E. Standfield, manager, home furnishings division, delivered an address on "This Selling Job." Mr. Standfield raised the following points: (1) Are salesmen born or made? (2) presenting an effective sales talk, (3) closing the sale.

"The Northern **HBC** Fur Posts, and Eskimo Life," was the topic on which George Binney, from London office, addressed the Junior Executive Club at its third meeting, November 6.

Two vocal solos by James Hill, of the shipping department, well known in Vancouver radio circles as "the boy basso," were heard, the accompaniments being played by Julia Massie, of the hosiery section.

R. C. Scibird, store manager, continued the discussion of "This Selling Job," begun by Mr. Standfield October 16, and gave an address that was full of interest and selling value.

UNIVERSITY FASHION TEA

With twenty-two of the prettiest co-eds of the University of British Columbia playing the part of mannequins, a fashion show was presented in the Georgian room on the afternoon and evening of Saturday, November 1, the proceeds going to the Undergraduate Women's Union building, the show being sponsored by the Women's Undergraduate Society of the University of British Columbia.

Such displays are always thrilling to the feminine mind, but when one's own friends enter to the strains of soft music, walk slowly across a raised dais, give smiles to one group, and a very special nod to another table, the students felt that this kind of fashion show was indeed a very special kind of fashion show.

Among the collection displayed were evening gowns in all their jewel-like colourings, the smartest of sports wear, town clothes which are more formal, perky hats—in fact, everything that young society needs for its journey through the day.

Details of the affair were arranged by Miss Jean Telford, president of the Women's Undergraduate Society and her committee.

DEPARTMENT MANAGERS' SALE

The enthusiastic manner in which all co-workers entered into the spirit of the sale was what put this great event over. Team work wins every time. The division of the house which won the flag has an achievement of which they can be justly proud. We congratulate sincerely the members of the food division for their standing in the "building contest." The flag is theirs for one year, and judging by the enthusiasm displayed during the dinner given in their honour in the Georgian Restaurant on Wednesday evening, November 12, it is going to be a hard battle for the division trying to take it from them next year.

The economy floor division came second in the contest, and were very close runners-up for the flag.

CLOCK SALE

F. W. C. Van Camp went over the top again this year with his "clock sale." We all heard so much about clocks that we were not "clock conscious" but "clock unconscious;" in fact, we were all almost "cuckoo" by the time the day of the sale dawned. But the result justified all the effort put forth. Congratulations, Mr. Van Camp, to you and your colleagues.

TOY DEPARTMENT

The "toy fair" is in readiness for the crowds of grown-ups and children to shop. It is most attractive this year, with Santa Claus seated upon a throne with an attractive background depicting an Arctic scene. There is also a real "fish pond" in the department, with live fish swimming about. The wonderful assortment of toys, so attractively displayed, will undoubtedly prove a big draw this season.

PUBLIC SPEAKING CLASSES

In response to popular demand for a public speaking class, the Junior Executive Club is sponsoring a course under direction of Carleton Clay, well-known Vancouver teacher of public speaking and oral expression. Mr. Clay won the gold medal at the British Columbia musical festival in 1930 for his oral expression work. About twenty-five enrolled for the class and were asked to prepare one-minute speeches for the next meeting, November 20.

As an incentive for the class, R. C. Scibird, store manager, has presented two medals, gold and silver, to be given the winner and runner-up in a public speaking contest which will be held at the close of the course.

EXHIBIT OF ANCIENT MAPS AND CHARTS

Much interest is being taken in the exhibition of ancient maps and charts being held on the third floor. The appeal of these maps has been so graphically described in the foreword of the catalogue by George Binney, B.A., F.R.G.S., of our London office, that after reading it, one enjoys to the full an examination of this wonderful collection.

STORE CHOIR

The store choir, which delighted us with renderings of Christmas music last year, is now practising so as to entertain us with their carolling again.

STORE ORCHESTRA

The members of our staff interested in orchestral music are forming an orchestra. Judging by the harmony heard during their first practice, their co-workers are assured of a real treat later on when they present a programme to us.

DANCE IN AID OF SANTA CLAUS FUND

The Hudson's Bay Employees' Association sponsored a dance which was held in the Winter Garden, December 2, in aid of the funds of the *Province* Santa Claus fund. To enjoy oneself and to know at the same time that the money gained from the sale of tickets is for such a good cause are doubly gratifying. Music was supplied by Garden's orchestra.

STORE PARTY

One of the happiest store family gatherings of the year was the party in the Georgian Restaurant held on Wednesday evening, October 24. Entertainment was provided for all and several departmental stunts lent colour to the evening, and assisted in stimulating a spirit of friendly rivalry amongst the staff in the "building contest" which was a feature of the department managers' sale promotion.

We were all very pleased to see R. Douglas when he paid us a visit recently.

A. H. Doe, controller of store construction, made a short stay at our store during the latter part of November.

When W. M. McLean, stores construction office, left Vancouver after spending a holiday at the coast, we were all so pleased to see him looking very much better.

T. Musgrave has rejoined the Company and is connected with the interior decorating department. It is five and a half years since Mr. Musgrave left us to settle in California.

G. D. Mitchell, H. Shattock, and Al. Michell all attended the Pacific Coast Association of Displaymen's convention held in Seattle, September 25, 26 and 27. Dick Horspool was successful in winning the first prize for show cards, and so Hudson's Bay Company scores again.

M. Balderston, of the restaurant staff, is now feeling much better after her recent operation.

Mrs. W. I. Williams, of the soda fountain staff, is making good progress towards recovery.

The members of the girls' basketball team and their friends spent a very enjoyable day at Woodfibre on Sunday, November 2, where they played the Woodfibre girls' basketball team, the Hudson's Bay Company girls bringing home a victory, winning 27-14.

SPORT

Men's Bowling—The men's bowling teams are enjoying their games very much. The season has been split into four series of twenty-one games each, the wholesale having won the first series, and the sporting goods so far leading the way in the second.

Ladies' Bowling—The ladies have six teams this year, and are having lots of fun. There is plenty of friendly rivalry.

Badminton—We have formed a Badminton Club which meets every Friday evening at the Athenaeum. The players express keenness for the games, and competition is running high.—*Eleanor Morley.*

THE MAIN FLOOR SINGS

The drug department caters for our faces:
The neckwear has alluring silks and laces,
While the hose, in new dull tones,
Keeps us right up with the Jones!

To buy the gloves we simply can't refuse:
And oh, the "kick" we get out of the shoes!
We protect our party slippers
From the rain by wearing zippers!

The bracelets, rings and beads
Meet our individual needs:
The bags that come from France,
Are "de rigeur" for the dance!

Our "marcel" will keep its "set,"
With a "Princess Pat" hairnet:
In short, to make our charms complete,
HBC values can't be beat.

So do your shopping early on the Main,
Such values will be hard to find again.

Victoria

MERRY CHRISTMAS

Merry Christmas! Merry Christmas!
  There's a greeting in the air
As busy, bustling happy folk
  Are rushing here and there:
Christmas chimes are ringing,
Holly wreaths are swinging,
  And joyousness is reigning everywhere!

Merry Christmas! Merry Christmas!
  Kindly wishes voiced once more,
Falling from each happy tongue,
  To make the cheery Christmas score.
All the people feeling
What the bells are pealing,
  And wishing happiness for evermore!

Merry Christmas! Merry Christmas!
  Hearken to the message clear,
Wafted now throughout the land,
  Whisp'ring of a Yuletide near,
Tinselled boughs are gleaming,
Happy children dreaming,
  The earth is brimming o'er with merry cheer.

Merry Christmas! Merry Christmas!
  Kindly thoughts from voice and pen
Fill the air and float around,
  Bringing happiness again!
Love for love entreating
With the Christmas greeting:
  "Peace on Earth!" Good-will and love to men.

—*Olive Barker*.

GLEE CLUB'S FIRST PUBLIC CONCERT

The Hudson's Bay Employees' Glee Club, under the direction of Joseph Maguire, made its first public appearance at the Shrine Auditorium on Wednesday, November 5, before a very large and appreciative audience.

The assisting artists, who are all members of the store staff, were: Isabelle Crawford, soprano; George Tate, young and talented violinist; and the Garden City male voice quartette, composed of J. Oakman, J. Walton, A. S. Woollard and J. Maguire. Accompanying on the Baldwin Grand were Margaret Stewart for the choir and violin solos, Grace Allen for Isabelle Crawford, and Mrs. Maguire for the quartette.

At the close of the programme, Miss Crawford, Mrs. Stewart and Miss Allen were presented with bouquets of flowers. George Tate also received a token of appreciation.

The glee club is the youngest musical organization in Victoria, and the performance certainly showed what can be achieved by consistent practice, and bore testimony to the many hours of training put in by the members of the club. It was also a splendid tribute to the untiring efforts of Mr. Maguire, the conductor.

ENTERTAINMENT AND DANCE

The social committee was responsible for a most enjoyable evening spent by a large number of the employees at Hampton Hall, Burnside, October 8. The programme included songs by Ada Wright and J. Oakman, impersonations by A. J. Groves, sleight-of-hand by E. Kidd, and lantern slides by J. H. Grant. T. Wilkinson and Pat Campbell provided music for the dancing, while impromptu items by a scratch quartette, composed of Geo. Hibberd, Dick Eaton, E. Kidd and J. McDonald, added considerably to the merriment of the evening.

MONTHLY DANCES RESUMED

The Shrine Hall has been chartered for the dances this season, which will take place on Thursday evenings instead of Tuesday. All members of the staff and their friends are very cordially invited. An excellent orchestra has been engaged. —*A. S. Woollard*.

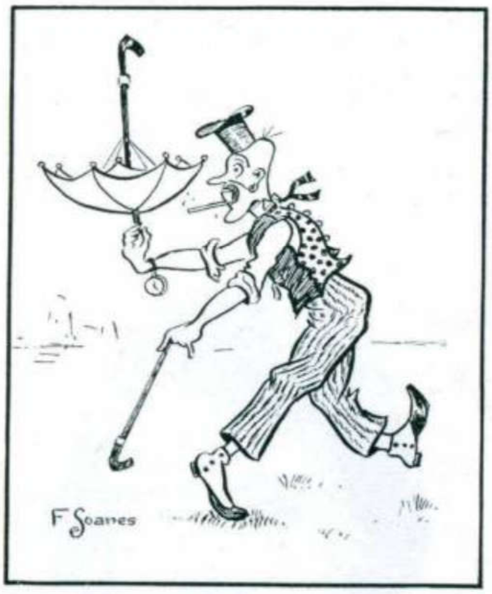
Replacing O. C. Clarke, who was transferred to the Vancouver store, J. Chambers comes back to Victoria after a lapse of about eight years. Mr. Chambers has lately been in the Vancouver store and is now in charge of the men's and boys' clothing department, Victoria.

We extend a welcome to Molly McMillan, who has been placed in charge of our beauty parlours.

Mrs. Johnson, who has been connected with our restaurant service for the past six years has left to take up residence in Seattle. Upon her departure, Mrs. Johnson was presented with a club bag.

Violet Harrington, another member of our restaurant staff, left to be married after being with the store over nine years. Miss Harrington was presented with a silver tea-set by her fellow employees.

Margaret Switzer, until recently of the elevator service, has left to live with friends in the country, about one hundred miles north of Vancouver.



THIS MAN IS DIFFERENT
(*Words by Dorothea Nesbitt; Illustration by F. Soares*)

The ladies' togs, so say the Ads,
Are stunning, smart and full of fads.
Dame Fashion's proud of her intent
To be quite chic and different.
Each wearer from the town or farm
Aims now at individual charm.
Then why not in Men's fashions, too?
Bright thought! I can't afford togs new,
Because my cash is overspent;
But still I can be different.

SPORT

Dick Eaton, the chairman of our athletic committee, informs us that there are no less than 125 members of the store staff actively participating in association sports of one kind or another. These include football, cricket, badminton, baseball, basketball, ten-pin bowls, bowling, and carpet bowls. It is interesting, too, to recall that the association is one hundred percent strong; that is, every member of the staff is a member of the association.

Racing—The members of the Victoria store employees' association, so many of whom take such an active interest in sport, congratulate the editor of *The Beaver* upon the wonderful performance of his son, Hugh D. Watson, on the annual field day of St. John's College, Winnipeg, reported in Winnipeg and Vancouver papers. We note that this young athlete made a clean sweep of the racing events, winning the 100, 220, and 440 yards, half mile and the mile, also the hurdles, securing the senior championship of the school by eight points over his nearest rival and breaking the school record for the 220 yards.

Football—The boys in the green and gold have every confidence that they will remain at the top of the league this season. It may not be wise to prophesy, but from their performance so far one would judge that their confidence is well justified.

Lawn Bowling—An interesting series of lawn bowling matches was played during the past summer between our store team headed by J. A. Davidson and the *Colonist* newspaper team skippered by Jim Stewart. After several hotly contested matches, the *Colonist* rink was in the lead by three games, but by the end of the season Davidson and his stalwarts managed to even up the series. They are all looking forward to next season, when it is hoped to arrange another series of matches with our newspaper friends.

Basketball—The girls have again entered a team in the league and are training hard under the captaincy of Edna Matthews. So far they have lost one game and won one. If you wish to get a real thrill, come along some evening and see them play.

Badminton—Twenty-five of our members, ladies and men, have joined the newly formed badminton club, which meets every Wednesday afternoon and Thursday evening at the Crystal Gardens. Geo. McAdam is the skipper, and under his able management the badminton players promise to make quite a showing. The cost to our members is only **$1.00** a month.

Ten-Pin Bowling—The opening of the new bowling hall on Yates Street has created fresh interest in this old-time game, even if it has a good many modern frills. The radio department has come to the front with its "Dictators," a team under the direction of A. D. Coltman, which has entered the City Radio league. Two ladies' teams have been formed, captained respectively by Elsie Baxter and Rhoda Foster.

Carpet Bowling—At the time of going to press our carpet bowling club is in full swing, competing for the various trophies donated by W. T. Edgecombe, J. S. Horne and E. H. Wilson. Two teams have been entered for the Greater Victoria league. In the men's section are thirty-four members, and in the ladies' sixteen, the latter, under the guidance of Sam Campion, showing wonderfully good form. The ladies hope to take part in the new league now being organized.—*A. S. Woollard.*

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Duty determines destiny. Intelligence and industry are the best possessions which any man can have.

Half-heartedness never won a battle. The thing today is to be practical. What you want is to get education, and with it you want good character, and with that you want unfaltering industry, and if you have these three things you will have success anywhere and everywhere.—*Wm. McKinley.*

Vernon

NEW TARIFF ON APPLES

Since the increased tariff on apples, a wave of optimism is sweeping through the valley that next year both the rancher and the merchant will come into their own again. Unfortunately, the tariff changes came too late for many ranchers to put their orchards in shape to reap the benefits of increased duties this year, but most of those who have let their trees stand unattended for years are putting things into shape to reap the benefits next year. Another disappointment for the apple market this year is the low price which the prairie farmer is getting for his wheat, and, as he cannot afford to buy the same quantities of apples as he did in former years, a new market has been found farther away, with a less return to the grower. However, with all of this, the merchants and apple growers of the district are an optimistic lot and expect great things next year.—*C. C. Packman.*

MAY POUT RETURNS

We welcome back to our shores Miss May Pout, the talented young Canadian pianiste, who has just returned from a tour of several of the large centres of musical learning on the Continent.

Miss Pout, in her childhood, resided both in the east and the west, where her father, Mr. Harry Pout, held various positions with the Company.

In the year of 1921, she started her studies in earnest, when she entered a school of music at Victoria, British Columbia. After a few months there, she continued to show high musical talents, and on the advice of the professors at that school, and others who had the privilege of hearing her play, it was decided to send her to some of the large academies on the Continent. Early in the fall of 1923, Miss Pout, accompanied by her mother, sailed from Canada direct to France and journeyed on to Italy, where she played to some of the Italian masters in Naples. From there she went to Rome, where she gave the first of her successful concerts, which was held at the Sgambati Hall (Sgambati was a pupil of Liszt). This first public appearance on the Continent was a very successful one, the hall being filled to capacity, among the audience being several leading musical critics of the Italian capital.

Leaving Rome, Miss Pout went on to Milan, where another concert was given to a large audience in the Conservatoire, an auditorium noted for its excellent acoustics. After a course of studies in Milan, she left for London, England, where she was introduced to Mr. Matthay, founder and principal of the Tobias Matthay Pianoforte School, Wimpole Street, London W1. This school has turned out many of the greatest pianists of the present day. Amongst these are Myra Hess, Hilda Dederich, and Desiree MacEwan. There Miss Pout continued her studies, under Mr. Matthay and his professor, Mrs. McEwan, wife of the now principal of the Royal Academy. Then she worked with Hilda Dederich until the end of 1929, when she gained the Matthay Pianoforte School certificate. Since leaving the Matthay college, this young artiste has been playing in several of the large cities in England.

Until the end of the present year, Miss Pout will confine her public appearances to British Columbia, after which, arrangements have been made for her to tour the Dominion.

Music lovers who had the privilege of hearing Miss Pout's performance at her recent recital given in Vernon in conjunction with Miss Isabelle Burnada, the popular Canadian contralto, will not soon forget the musical qualities she displayed, her playing being noteworthy for its fine technique and expression, clearness of phrasing, and nice sense of rhythm.—*C. C. Packman.*

The following appeared in the Vernon *News* recently: "Visitors to Vernon are delighted to see flowers in bloom. On the prairies everything is over for the year; but not so here. Harry Pout presented the editor of this paper with a bouquet from his garden on Tuesday, October 7, comprising roses, antirrhinums, delphiniums, Sweet Williams and phlox."

Our deepest sympathies go out to Frances and Eva Wakefield, old employees at this store, who were recently bereaved by the death of their father, Garrison Sergeant-Major H. G. Wakefield. Mr. Wakefield had served thirty-six years in the Imperial Army, being stationed most of the time at Gibraltar. Having lived here since his retirement in 1920, Mr. Wakefield made a lot of friends. He was a man of sterling qualities, always ready to help those less fortunate than himself, and loved by all who met him. He was accorded one of the largest military funerals ever attended in the district.

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Kamloops

WHIST DRIVE AND DANCE

A successful whist drive and dance was held recently in the Oddfellows' Hall by the staff, to which they invited a large number of friends.

The evening opened with whist, which had some very keen games, resulting in Edna Somerville winning first prize for the ladies and Gladys Barraclough the consolation. Wm. G. Ford carried off the gentlemen's first and W. H. Madill the consolation. The prizes were presented by A. E. Dodman, manager.

Following this, refreshments were served. The evening closed with an enjoyable dance, music being provided by the Troubadours orchestra.

The success of the evening was largely due to the following committee: Cards, T. B. Calderhead; dancing, C. Henderson, assisted by H. Whale and W. G. Ford; refreshments, Y. McMillan, I. Coghlan, M. Glover and J. Dougans.

We welcome Mrs. E. M. Tazwell to our children's wear department. She was formerly in the service of the Company at Vancouver store.

Mrs. E. Stokes, of the millinery department, made a business trip recently to Vancouver, doing the trip by motor.

N. Hamilton and G. Barraclough have joined the Business Women's Club which has recently been started in the city.

R. Jesson, manager of the furniture and hardware section, has returned from a buying trip to Vancouver, and is looking forward to doing good business.

We regret to report the serious illness of A. Willie, of our office staff. She is suffering from pneumonia. The latest report is that she is progressing favourably.

We welcome back C. Henderson, manager of our grocery department, who has been a patient at the Royal Inland Hospital, suffering from an infection of the stomach.

Our harvest sale has just terminated: all departments report good business, fully realizing our expectations, and can be termed as a real success.

W. G. Ford, of the dress goods and staple department, paid a visit to Vancouver recently, making purchases for his department.

We were delighted to have a visit recently from H. Pout, manager of the Vernon store, and J. A. Henderson, grocery manager, Vernon.

The lady members of the staff have formed a bridge club, and meet at their various homes twice a month.

We are now looking forward to the busy Christmas season. All departments are making special efforts to beat all previous records.—*A. E. Dodman.*

* * *

Nelson

Store alterations are now completed. The new lighting arrangements are much admired. The entire store has been redecorated.

J. Maddin, of Vancouver, is a newcomer in the men's clothing department.—*M. Martin.*

Calgary

THE BEACON

The beacon on the Calgary store was turned on September 18 at 9 p.m. by Acting Mayor Miquelon and Captain Hawkes, of the National Air Tour.

The hills about Calgary were crowded with automobiles gathered there to see the turning on of the beacon at 9 p.m. During the ceremony, an illuminated aeroplane glided over the store, giving an aero fireworks display.

Our advertising office worked in conjunction with the National Air Tour and made quite a big thing of the event.

A banquet was held in the Elizabethan dining room, the guests being prominent business men of Calgary and the fliers of the National Air Tour.

As in Winnipeg, the store held a Beacon Day sale, which proved very successful.

SANTA CLAUS WELCOMED FROM NORTH

Jolly old Santa Claus, who has been flying down from the Northland in his big new airplane, "Spirit of Christmas," arrived in Calgary on Friday evening at about six o'clock, making straight for the big beacon on the Hudson's Bay Company store which had guided him for many miles on his flight. He brought with him in his gaily lighted plane several funny little characters to entertain the children of Calgary at his reception in the Grand Theatre on Saturday morning, November 15. They are "Scraps," the Rag Doll, the Tin Woodman, and another odd little character from the North, "Buttons."

Long before the opening performance at the Grand on Saturday morning, hundreds of children lined the sidewalks to greet their old friend, in spite of the wintry weather. Because the number was so great, Santa held three performances, at 9.30, 10.30 and 11.30 o'clock, assisted by his northern friends and many little dancers from the Penley Academy. His secretary at the Hudson's Bay Company store has been giving out tickets for the past two weeks for this big event.

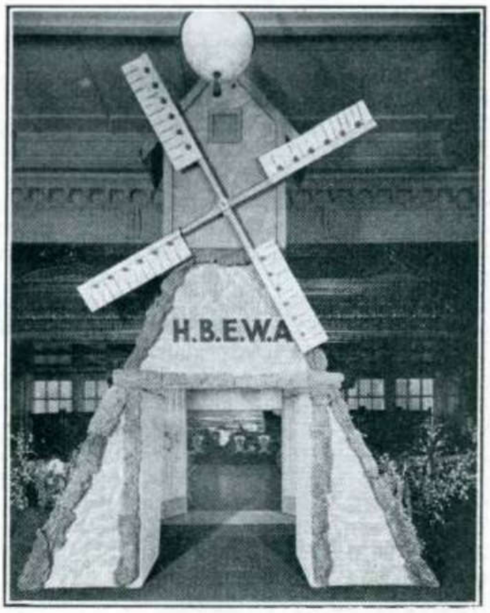
In spite of the fact that Santa is a very, very old man, he is very, very modern, and discarded his famous reindeer for this flying visit to Calgary. He has also been broadcasting from all the northern forts of the Hudson's Bay Company as he came along, over station XMAS, for the past two weeks. Many of his little friends in other cities heard him and wrote to Calgary to say that they were very anxious to see him. Letters were received from Stockton, California, from Salt Lake City and from as far away as Chicago, asking that the senders might come to his tea parties.

Santa will make his headquarters while in Calgary at Santaland on the fifth floor of the Hudson's Bay Company store. There he has his own little house and a post office, where he receives letters from the children. He will issue invitations to his tea parties, where he will give a little show as well as gifts and all sorts of goodies.

He is also holding a painting contest for the children of Calgary. They will have to name various toys and paint them, just as they are in Santaland. Santa will also have other novelties which he will announce after he has rested from his long trip from Polar Bear Land.

ANNUAL BALL

The association annual ball was held on October 14 at the Palliser Hotel, and was acclaimed by all to be by far the most successful event ever held under the auspices of the Calgary association.



Our photograph shows the entrance to the ball room, which depicted an old Dutch mill. The ushers and orchestra wore Dutch costumes, the effect producing a beautiful picture.

Over three hundred employees and guests were received before nine o'clock by the mayoress (Mrs. A. Davidson), Mrs. F. M. Johnston and Mrs. L. G. Cooke, who kindly acted as patronesses.

It is very seldom one is fortunate enough to attend a function of this nature and go away feeling thoroughly satisfied with everything—decorations, music, refreshments, floor, and company.

Fred Stampe was chairman of the committee and to him belongs the lion's share of the praise. He had a very efficient and energetic committee that demonstrated what one hundred percent co-operation can do. To Mr. Fewkes and his window-trimmers, for their assistance and advice, we also extend sincere thanks.

Miss Andrews, Vancouver, spent a day with us on her way to Europe.

We welcome T. R. Taylor to the Calgary organization as assistant to Mr. Gahn in the grocery, meat and provision departments.

We also welcome A. Paice, who has been made assistant to Mr. Brower in the men's and boys' furnishings departments.

SPORTS

Badminton — A new badminton club has been formed and is giving great pleasure to an excellent number of members. The club is holding a dance on the courts November 19.

Basketball—The girls' basketball team is displaying wonderful form this year. It looks as though they will win the championship of the city, if they keep up the form they displayed last Wednesday, November 12.—*L. H. Benjamin.*

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The Last of the Athabasca

Peace River, Alta.—The steamer *Athabasca*, which has been standing on the bank here for the past ten years and used as a warehouse by the owners, the Hudson's Bay Company, went up in a spectacular blaze when the torches were applied recently. Preparations for the burning of the old steamer were made two weeks ago, when she was lowered down the skids to the water's edge awaiting a favourable opportunity in the form of an off-shore wind, which arrived out of the north, bringing on lowered temperatures and some snow. So dry was the old hull that within an hour the flames had consumed the entire superstructure. The heat was terrific for a time, even against the cold north wind.—*Edmonton Bulletin.*

Edmonton

An ambitious scheme of decoration for the exterior of the store has been planned for the Christmas season. Coloured lights, Christmas trees, and giant crackers will be used effectively with a centre piece of Santa Claus in a huge aeroplane with revolving propeller, illuminated. Santa Claus will arrive to open Toytown on Saturday, November 22.

J. H. Ashcraft, manager of the Edmonton store for the past year, resigned recently. He left the city on November 15 to make his home in Los Angeles. A. S. Ramsay, merchandise manager, is acting manager.

The harvest sale, October 4 to 11 inclusive, proved a big success, the opening day being well ahead of Christmas Saturday of 1929.

Ida Martyn, of the corset department, is leaving December 24 to take a position as travelling representative of Nemo corsets. She has made many friends during her three years with the Edmonton store. We wish her every success in her new position.

H. Cuthbertson, in charge of the receiving room, had a serious attack of heart trouble while on duty. Our latest advice is that he is progressing favourably.

May Peterson, of the drug department, sustained a broken leg and other injuries in a motor car accident. At the time of writing she is making a good recovery.

We welcome the following new members to the staff: Winnifred Davy, Eileen Higgins, Nettie Stalker, Emilie Paradis; John Garry, James Helps, Roy Pidgeon.

SPORT

Golf—Congratulations to Leo. Trimble, our popular superintendent, in winning the Rutherford cup in the May-Fair Golf and Country Club championship series. He disposed of many of the city's leading golfers to win this coveted trophy. Mr. Trimble also won the store golf championship by disposing of A. S. Ramsay at the eighteenth hole. Mr. Ramsay is to be

congratulated on his showing. Any golfer who makes Mr. Trimble go the eighteen holes is dangerous in most golf tournaments.

Bowling—The Ladies' Bowling League of Hudson's Bay Company is creating a great amount of interest. At the time of writing, the teams captained by G. Mercier and Mrs. M. Howe are tied for first place; M. Howe's team had the highest team score; M. Howe had the highest individual score for one game; F. Brown had the highest total score. In the men's section of the Hudson's Bay Company bowling league the team captained by L. Trimble is leading; W. Jones has the highest score to date; B. McCaskell had the highest individual score for one game.
—*J. P. McNichol.*

Lethbridge

SALES

Now that the harvest sale has come to a close, the buyers of the various departments are preparing for the Christmas business, and each department is busy marking Christmas merchandise and preparing displays.

The special sale of suits and overcoats held in the men's and boys' wear department this fall proved very successful.

STAFF

Eleanor Curphey, who was with us a few years ago, has rejoined the staff in our ready-to-wear department, filling the vacancy occasioned by the departure of Mrs. Edith Castles, who left us to go abroad.

George Unsworth has been transferred to the men's furnishings department from the groceteria, and Theodore Russell is filling the vacancy in the groceteria department.

Three members of our staff—Mrs. E. Patterson, of the groceteria; J. H. Cormie, manager, and D. V. Hardyman, accountant—were "up in the air" recently. When the Lowney's aeroplane visited the city a few weeks ago, the three members mentioned had the opportunity for a ride.

DEPARTMENT ALTERATIONS

During the latter part of the summer, the men's and boys' wear department was changed to the space formerly occupied by the shoe department, and the latter department now occupies the space previously held by the former department. This change made a vast improvement in the men's and boys' wear department, as it affords considerable more daylight than previously.

DANCES AND MASQUERADES

The athletic association decided to sponsor a number of dances again this winter. The opening one was held in the Elk's Hall on October 7 and proved very successful. A. B. Bates' orchestra excelled themselves, and a good time was reported by all.

A masquerade Hallowe'en social was held in the same hall on October 29. The hall was attractively decorated with black and orange crepe paper and appropriate Hallowe'en cut-outs were suspended from the ceiling. There were some very pretty costumes and the judges had a heavy task when it came to selecting the winners, who were as follows: Best dressed lady, Mrs. E. Chaplin; best dressed gent, Fred Peters; lady's best comic, K. Anderson; gent's best comic, D. V. Hardyman. Mrs. E. Patterson, of the groceteria department, was awarded a special prize as "Miss Hudsonia."

The evening's programme consisted of community singing, dancing, reading by Peggy Kerr, dances by Pat and Vera Kirk, dances by Jean Greaves, and a "mock marriage" ceremony, the latter being presented by the groceteria staff and greatly enjoyed by all. The cast was as follows: The parson, J. R. Bailey; the blushing bride, George Unsworth; the bridegroom, Elsie Frayne; the bridesmaid, Evan Mount; best man, Mrs. E. Patterson; father of the bride, Kay Tennant.

In keeping with the occasion, pumpkin pie and coffee were served at 11.30, after which dancing was continued until one o'clock and all reported an enjoyable evening.

The annual meeting of the association will be held the first week in January.

SPORTS

Softball—In the City Softball League, the "Beavers" (ladies' team) lost out in the semi-finals, the "Kids" proving their superiority. The "Kids" also defeated the "Red Sox," thus winning the trophy for this year. The third annual softball dance was held November 14 in the

Masonic Hall, when the softball trophies were presented to the various winners.

Winter Sport—Sleighing and skating parties are becoming the topic of the day, and it is expected that the club-house at Henderson Lake will be a proper rendezvous for those members of the staff who take keen interest in skating.

On September 10, the members of the Hudson's Bay Athletic Association held a corn roast at the club-house. The attendance was somewhat smaller than anticipated, owing to the fact that it rained all day. However, some of the members' spirits were not to be outdone by a mere shower and they carried out their plans in spite of the inclement weather. We understand the corn was in its prime, and the buns and coffee delicious.—*A. J. Garrick*.

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Yorkton

We welcome as new members to our staff Edna Harper, of house furnishings, and Ruby Smith, of dry goods section.

G. C. Anderson, of boots and shoes department, and A. H. Orchard, of toy department, have returned from a buying trip to Winnipeg store.

We regret very much the illness of Ida Zimmer, of dry goods section. She has been an inmate of Queen Victoria Hospital.

T. H. Glover, of men's and boys' wear, and G. E. Hunter, of dry goods section, have returned from recent buying trips.

WEDDING—WRIGHT-NICKEL

A quiet wedding was solemnized on Friday, October 10, by Reverend Murdock, of Canora, when Lena Nickel, of our ladies' wear department, was united in marriage to Harry Wright, of Codville Company, formerly manager of our grocery department. Miss Nickel was presented with a pair of **HBC** "Point" blankets, with the hearty wishes of the staff for her future happiness.—*Winnie Gilbert.*

Winnipeg

BUSINESS CLUB NOTES

Our inaugural meeting for the season was addressed on October 15 by George Binney, of the London staff, who gave a very interesting talk on the life at our outpost trading stores and the great work of our fur trade ships and staff, together with some entertaining and illuminating observations on life among the Eskimos and Indians of the northern reaches.

On October 29, Mr. Faupel was the speaker of the evening, and his presentation of the subject "Sales Promotion and Advertising" was very masterly. We have persuaded Mr. Faupel briefly to outline his methods in an article in this issue, and will leave this to tell its own story.

November 12 was given over to resumé of harvest sale planning and results, and to a discussion on Christmas preparations. At this meeting, we had the pleasure, and a few bits of sorrow mingled, of hearing what Mr. Morrell, our general merchandise manager, thought of our merchandise preparations for this big event; and undoubtedly every merchandise man in the group has, as Mr. Morrell said, learnt some lesson of more complete preparation from this recent event. Mr. Hargreaves and Mr. Faupel were also speakers at this meeting.

STORE ACTIVITIES

The visit of the British Medical Association at the end of August was one of our greatest convention affairs. The Winnipeg Winter Club was made the headquarters, and Hudson's Bay Company scored a distinct business hit by securing the beauty parlour privilege at the club, thus not only getting direct business in the special parlour but additional connection with the store parlours. A special bus was chartered by the store and ran at regular intervals between the store and the club, carrying association visitors free of charge. A double booth was also used by **HBC** in the business exposition portion of the club. Previous to the event, letters were sent to all Winnipeg doctors regard-

ing the preparation of homes to receive distinguished visitors and old friends attending the meeting, and our china department particularly was mentioned, and a nice total of orders was received in response to the letters.

NONSUCH FIFTEEN DOLLAR DRESSES

Nonsuch **$15** dresses, together with **$4.95** hats, and **$6** Luxura footwear for women, received their first big Winnipeg promotion on September 12, and the resulting sales were very encouraging to our programme of promoting certain price lines to meet the Winnipeg volume trade indicated by the analyses conducted by T. Hargreaves. Repeated advertising of these lines is being followed, and backed up by consistent good quality and fashionable designs in the apparel is creating a steady response in sales.

OVERCOAT SALE

Harry Teasdall pulled off his biggest yet, in an overcoat sale, downstairs economy floor, on September 18, 19 and 20, featuring coats at **$19.50**; and certainly nobody who bought a coat that day will have anything to regret, for every garment offered was remarkable value. A further sale on October 23, 24 and 25 at **$16** was engineered, and another good tally of sales recorded.

HARVEST SALE

Promotion of this was new in practically every way. First, the planning was done by our new sales promotion and advertising director, H. K. Faupel, who thoroughly overhauled all the merchandise offerings. Then the greatest departure was as follows: no selling items shown in the daily papers, but a page advertisement announcing the sale was being run. However, this was but a background for the distribution of an eight-page flier which had been prepared, and which was distributed to every house and suite in the Greater Winnipeg area during the two days previous to sale opening. To relieve delivery and telephone congestion, 'phone orders for foods and drugs were accepted the day before sale opening. The size of the flier, its good appearance, and the very good values offered, woke up the shopping public to an unprecedented extent and a very pleasing sale resulted, as the first day was followed up by newspaper publicity of new and forcible character along the lines laid out by Mr. Faupel.

OTHER EVENTS

Other events briefly recorded to conform to the editor's request for smaller space demands: Knit goods sale, October 6 and 7; "Cricket Green" promotion of women's fashions, October 7; displays and advertisements to tie up with Winter Club opening (skating, swimming, badminton, dancing, bridge needs); a similar promotion on November **11** for the garrison officers' ball; and then—

OPENING OF TOYTOWN

Appropriately decorated, Toytown opened on our fourth floor November 15, and the weather obligingly turned from rain to heavy and very wet snow for Santa's arrival. Shows to celebrate his return were given by the store at the Gaiety theatre on the opposite corner of Portage Avenue at 8.30, and hourly until 1.30. On leaving the show, our little guests (and many big ones) were shepherded across the thronged avenue by four big, special policemen (or should we say, four especially big policemen—they were whoppers) and came to the store to see Santa himself enthroned before a very pretty aurora borealis. Altogether, about 4,300 guests were entertained at the show and given **HBC** candies, and so successful was this that it was repeated on the following Saturday.

EXHIBIT OF MAPS AND CHARTS

On Wednesday, September 24, we opened the exhibition of ancient maps and sea charts, the exhibit remaining open for the following week until Saturday, October 4. This exhibit has been collected for the Company by George Binney, B.A., F.R.G.S., a member of the London office staff; and was a centre of interest to the public and of delight to the few competent connoisseurs of Winnipeg. The interesting booklet describing the maps and giving a history of the mapmakers' art were much sought after as souvenirs by the visitors.

OUTDOOR STORIES FOR YOUNG PEOPLE

Robert Watson has been giving a series of outdoor stories for young people, with lantern and other illustrations, on Saturday forenoons, on the fourth floor of the Winnipeg store. Two talks have been devoted to "Our Furry Friends" and one to "Great Deeds Told in Pictures" (the stories of our historical calendars). Tickets have been in great demand and the lecture room has been filled to capacity on each occasion.

NEW STAFF MEMBERS

We welcome through this issue: H. K. Faupel, sales promotion and advertising director; A. R. Morrell, merchandise manager; W. T. Holmes, controller; J. Regan, divisional manager drugs, stationery, notions, art needlework, handbags; Mrs. Schuneman, art needlework; J. C. Putt, economy floor manager; W. N. Rae, down stairs lingerie and juveniles.

MARRIAGES

In honour of Miss Doris Hunneford, a bride of October, and a member of our economy floor staff, Mrs. A. Stewart and Miss McFarlane, of Victor Street, held a personal shower on Thursday, October 9. The department's staff presented Miss Hunneford with a very nice travelling case.

Congratulations to A. Clark and Marion Newel, recently married. A selection of silverware was presented to the happy couple by their fellow workers.

The living model fashion exhibit held in the dining room under the auspices of the I.O.D.E. Fitzgerald Chapter was a decided success, all seats being taken for each showing. The orchestra completed a very effective display.

The employees social evening held in the store dining room on the evening of October 20 was thoroughly enjoyed by all. Bridge and whist were played, the winners being: Whist—First prize, R. McLeod and Lillian Clark; consolation, M. Burger and Mrs. Shortburg. Bridge—First prize, Maud Devine and W. Settatree; consolation, Muriel Miller and A. Milliken. Mrs. R. Harvey presented the prizes. Ken Peaker and his eight-piece orchestra rendered some very delightful music during the refreshment hour. A short programme followed: Song, Mrs. B. Tupman; reading, Helen Butt; song, J. Hood; song, Winnifred Horrocks.—*W. E. Gray.*

SPORT

Tennis—The Tennis Club dance held in the Roseland Gardens on November 6 was attended by about 150 people. This was purely a social evening. A later event is being planned, when the season's prize winners will receive their rewards.

Tennis Tournament—Governor Sale's trophy results for 1930: Men's singles, H. E. Hughes; men's doubles, A. J. Matley and O. S. Wakeford; ladies' singles, Muriel Miller; ladies' doubles, Margaret Bournes and Muriel Miller.

Bowling—The Tennis Club mixed five-pin league is going "great guns," to quote George Bowdler. Four teams meet weekly at Campbell's alleys, and the games are replete with fun and interest.

The Hudson's Bay Bowling League started on Monday, September 15, at the Saratoga alleys, when T. Hargreaves, assistant to general manager, officially opened the season by throwing the first ball. The shoes and furnishings teams are at present deadlocked for first place, being three games in the lead of the traffic team, which is holding down third place with a two-game margin over the Portage team. Some good scores have been turned in by the trundlers, especially on Monday, November 3, when a turkey shoot was held, the winners in the three groups being Eb. Burnett, of the first floor, Jack Graham, of the furnishings, and Joe Scott, memorials. Burnett rolled the high single of 257 and equalled Harvie Hamilton's high three-game record without handicap of 623. At the time of going to press, George Bowdler, of the shoes, is leading the averages with 180.21, while Bobbie Burns is following closely with 180.10. Harvie Hamilton is in third place with 178.18, with Graham Carson 178.14.

Golf—Golf registered a banner season, play carrying on during the remarkable spell of mild weather until mid-November, allowing extra competitions. Store handicap (all-season run) ended in a win for W. J. Hicks (16), victor over J. Gilroy (27), after a hard 36-hole match. The winner holds the cup for a year and gets a miniature. Semi-finalists were T. F. Reith and V. Sanderson.

October tournaments arranged by the efforts of F. Holmes: At Royaumount, T. F. Reith gained low-score prize with 83, N. E. Gray (85 less 14) tying with him for first. Reith won out on the two extra holes. The hidden-hole prize went to J. Hargreaves. At Deer Lodge, many prizes were played for and no man allowed more than one. Again lowest score prize went to T. F. Reith, this player and C. McLennan winning golf bags. Rod Cooper, A. Ferson, A. Calder, F. Holmes, J. Hargreaves, and N. E. Gray were in the prize list, and consolation prize went to J. Hipples. These players were almost looking for a game with Santa Claus, but winter just beat them to it.

Lawn Bowls—Lawn bowling champion Chas. G. Healy, of our drapery workroom, partnered with W. Morton, was successful in winning the finals of the Manitoba lawn bowling in August, thus the two became Manitoba doubles champions. The winning game was played against the former champions, and Mr. Healy is to be congratulated on beating such a redoubtable pair.—*W. E. Gray.*

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Saskatoon Store

Edmonton Wholesale

The manager and staff of the Edmonton wholesale branch extend their best wishes for a merry Christmas and a happy and prosperous New Year to all in the service of the Company.

The fur trade depot has been amalgamated with the wholesale branch at Edmonton; the combined departments being under the management of W. Watson.—*W. Watson.*

Land Department

Winnipeg

The girls of the Land Department enjoyed a delightful social evening in September at the home of Mrs. Edith Hudson, who had just returned from an extended holiday at Victoria. With Miss Henderson at the piano, the singing of popular songs made the time pass all too quickly, and over the tea-cups everyone seemed to try to make up for lack of time to talk at Hudson's Bay House during the day.

Heartiest congratulations are extended Mr. Joslyn by the staff on his appointment as manager of the Land Department.

E. W. Atkins, our travelling representative in the Red Deer district, was in the office on Saturday, October 25. Although very cheerful, he seemed to have something on his mind. *Later*—At 8.30 p.m., Saturday, October 25, the marriage took place of Anne Elizabeth O'Connor and E. W. Atkins. The Land Department wishes them every happiness.

Fourteen of the Land Department have joined the Hudson's Bay House bowling league, and are very enthusiastic. More enthusiastic than skilful, perhaps, as at the time of writing the leading team was the only one with no Land Department members. However, the season is not yet over.

The Land Department staff was temporarily enlarged this fall by the employment of thirteen field collectors, who were placed in charge of collections in various districts in Saskatchewan and Alberta. The employment lasted from August 15 to the end of the first week in October, and many farms were visited and many miles travelled in the Company's service.

Lieutenant-Colonel Leslie F. Pearce, who has been engaged in townsite development work for the Company in Edmonton and Victoria since 1926, will make his headquarters in Winnipeg. The Land Department staff extend a hearty welcome to Colonel Pearce.—*B. Everitt.*

Edmonton

The waning year has been made eventful to the Edmonton land office by two particular circumstances—its removal from the offices on Jasper Avenue to the new building on 103rd Street, recently named "Beaver House," and the completion and opening of the Company's Prince Rupert golf course.

The business done by the Land Department in Edmonton this year compares under the circumstances, not too unfavourably with what has been done in past years. It did look as if the farmers were going to have their financial troubles added to when, in the middle of threshing time, snow fell on October 8 and continued to fall intermittently for about a week. Winter seemed to have set in. However, the bad weather abated and since then it has been fine and the outstanding grain has been nearly all threshed.

The new golf course has been well patronized since the snow vanished. The course, being so conveniently situated and in such excellent condition, strongly appeals to business men, who can have a fine round of golf in the least possible time and at much less expense than they would incur by playing on outlying courses. The club-house has received the approbation of all who have seen it.—*James Henderson.*

Fur Trade

British Columbia District

The policy of putting the Company's posts into good shape of repair, and where possible making them "fort" style, has been carried on, and Hazelton, McLeod's Lake and Telegraph Creek posts, to which extensive improvements have been made, are now completed.

Recent additions to the staff are J. Laing to Telegraph Creek and R. E. McKale at Hazelton.

Apprentice Clerk John Lawrie was transferred to Saskatchewan district.

Geo. F. Ryan and D. Brooks, of New York, called on us on 8th October, having just returned from a big game hunt in the famous Cassiar district. They expressed complete satisfaction with the arrangements made for them by the Company. Both succeeded in getting full bags, and are well pleased with their trophies.

The district manager returned to Vancouver on 8th November, having visited every post in the district during the present outfit.—*Wm. Ware.*

Mackenzie River and Athabasca Districts

LATE DAVID McPHERSON

It is with the deepest regret that we have to announce the death on September 14, 1930, of David McPherson, late pilot on the S.S. *Distributor*, of the Mackenzie River Transport. The deceased was born at Hay River sixty-one years ago, and his father was in the service before him. For over forty years he has been in the Mackenzie River Transport service and has been employed on every boat plying between Fort Smith and Aklavik during that time in various capacities and more particularly that of pilot. (See *The Beaver*, December, 1928, page 141-2.) Mr. McPherson leaves a widow, his only daughter having predeceased him by one day. The deepest sympathy is extended to the widow in her very sad bereavement.

Charles Adan, formerly in charge of Fort Rae post, retired from the service in July.

On the retirement of Leslie J. Clarke, assistant at Fort Fitzgerald, J. R. Pullman was transferred from Fort Chipewyan to Fitzgerald in June.

M. V. Morgan was in July transferred from the position of assistant at Fort McMurray post to that of assistant at Fort Simpson, and M. V. Morgan's place at Fort McMurray was filled by K. R. Tremble, formerly purser on the Peace river.

J. Milne was transferred in July from the charge of Fort Wrigley post to Fort Simpson, taking the place of J. B. Neil, who retired from the service.

In August, B. F. Clark was transferred from Fort Nelson post to the charge of Nelson Forks post, replacing W. M. I. Skinner, who is on furlough.

In August, J. Parsons was transferred from Aklavik post in the Western Arctic district to McPherson post in the Mackenzie River district, and William Firth, formerly post manager at Fort McPherson, retired from the service.

C. Reiach was transferred in August from the position of assistant at Fort McPherson post to that of post manager at Fort Wrigley in place of J. Milne.

During September, R. Thew was transferred as assistant from Fort McMurray to Fond du Lac post.

Robert Middleton, assistant at Fort Smith post, was transferred as assistant to Fort Providence post, and Andrew Reid, who was formerly assistant at Fort Providence post, was transferred to the charge of Fort Liard post in August.

C. T. Gaudet, of Fort Norman post, and who has been in the district for the past thirty-seven years, retired from the service in September. Mr. Gaudet had a very varied experience throughout the Mackenzie River district, including the charge of Fort Norman and Fort Wrigley posts.

M. W. Harris, of Fort St. John post, retired from the service in September, and Frank Seguin was transferred from Fort Resolution post, Mackenzie River district, in his place.

Congratulations to Mr. and Mrs. A. H. Russell on the birth of a baby boy at Fort Vermilion in September.

Robert Walker and W. R. Garbutt, both of Fort Simpson post, W. M. I. Skinner, post manager of Nelson Forks post, and S. A. Stephen, post manager of Fort Liard post, proceeded to the Old Country in October on furlough.

Factor A. B. Cumming, district manager of Saskatchewan district, paid a visit to the Edmonton district office in October, while travelling between Saskatoon and Cold Lake.

On the transfer of Frank Seguin to Fort St. John post, Louis Roy was placed in charge at Fort Resolution.

Factor L. Romanet, on his retirement from the service, was presented by the staff of the Mackenzie and Athabasca districts, and also the transport, with a portable typewriter and a Parker desk set.

Colonel H. L. Reid, from London, who is attached to the Fur Trade Commissioner's office staff, visited Edmonton during October and November in connection with the transport affairs, and also paid a visit to both Peace River and Waterways, Alberta.

On account of the inactivity in mining, business in connection with the Mackenzie River transport was not so brisk as it was the previous season, and several of the boats were hauled out earlier than usual. —*J. Bartleman.*

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Western Arctic

The S.S. *Baychimo* returned safely to Vancouver on September 29, after successfully completing her sixth annual voyage to Cambridge Bay and return. Heavy ice was encountered on both outward and homeward voyages, but this was ably negotiated by Captain Cornwell and his officers.

The M.S. *Old Maid No. II* (Captain F. L. Coe) reached Vancouver on October 1, after having proceeded as far as Pearce Point.

Word from Captain D. O. Morris that the M.S. *Fort McPherson* has freighted all of King William Land post supplies indicates the conclusion of a successful transport season.

Congratulations to Mr. and Mrs. E. W. Wyant, who were married at Herschel Island in August. Mrs. Wyant was formerly Miss Margaret Seymour. Congratulations also to Mr. and Mrs. L. F. Semmler (Miss Agnes Norberg) and Mr. and Mrs. Paul Steen (Miss Bessie Jacobson) whose weddings took place at the Coppermine in the same month.

Some good motion pictures were obtained in the Arctic during the past year depicting the posts, vessels, staff, natives, *et cetera*.

The following members of the staff came out from the Arctic this summer: I. M. MacKinnon, J. Livingstone, P. B. Lickert, M. M. Shand, Geo. Edgar, G. L. Roche. The allocation to the various posts for the current outfit is as follows: Herschel Island, Fred Ware; Aklavik, Wm. Murray and R. H. Kilgour; Baillie Island, E. W. Wyant and W. P. Johnston; Letty Harbour, E. J Stewart; Pearce Point, H. R. Henriksen; Fort Collinson, Peter Norberg; Bernard Harbour, F. R. Ross and Wm. F. Joss; Fort Hearne, F. A. Barnes and W. T. Savage; Bathurst Inlet, D. M. Pierce, A. Gavin and E. J. Gall; Cambridge Bay, L. A. Learmonth and F. B. Milne; King William Land, Chas. V. Rowan, W. M. Skinner and F. E. Brabant; inspecting, Wm. Gibson.—*R. H. G. Bonnycastle.*

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Superior-Huron District

Osnaburgh—T. M. Taylor, formerly of Allenwater post, has been transferred to this post, owing to the transferring of J. A. Wilkie to Fort Hope.

Dinorwic—Harry Woodworth has been pensioned as from 1st September, after having served thirty-four years in the Company's service. Mr. Woodworth has gone to live at Biscotasing, and we sincerely hope that he will enjoy his pension for many years to come.

Fort Hope—J. L. Charlton has been transferred to Long Lake post, being replaced by J. A. Wilkie, late of Osnaburgh post.

Allenwater—R. G. Clake, our post manager here, was married in September, and we convey our best wishes to him and Mrs. Clake.

Lansdowne House—J. A. T. Grant, late post manager of Peterbell post, has been placed in charge here. Mr. Halvorsen, whose retirement on account of ill health brought about the above change, we regret to say passed away at the Port Arthur hospital on September 22.

Nipigon House—A. K. Black has been transferred from Long Lake post to take charge of Nipigon House post, owing to the retirement of P. S. McGuire.

Long Lake—J. L. Charlton has been appointed as assistant at this post, through transfer of A. K. Black.

Peterbell—A. McAllison has been placed in charge of this post, owing to the transfer of J. A. T. Grant to Lansdowne House post.

Barriere—Oscar Turgeon, of North Bay, has been engaged as apprentice at this post, replacing W. St. Pierre, who was transferred to Temagami post to assist in the summer rush.

Temagami—We were honoured this summer by a visit from His Excellency Governor-General Lord Willingdon and Lady Willingdon.

English River—Owing to a shrapnel wound in the region of the heart, which was received whilst overseas, D. G. Snape, former post manager, has been forced to take treatments for same in the Christie Street hospital at Toronto. He has been replaced by William MacFarlane, who was lately relieving at Landsowne House post.

Ogoki—John Mathieson, clerk at this post, was married to Grace Anderson, daughter of J. W. Anderson, post manager. Mr. and Mrs. Mathieson have the best wishes of the district staff.

North Bay—Mr. Factor S. J. C. Cumming visited the majority of the posts in this district by aeroplane during the latter part of August.

Inspector J. W. Anderson is now on the road, and has since inspected Nipigon House and Minaki posts.

Recently the Superior-Huron district staff presented Mr. Chief Factor J. Bartleman with an electric radio in recognition of their esteem during his past managership of the district.—*S. J. C. Cumming.*

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Keewatin District

R. A. Talbot, district manager, returned from inspecting Norway House, Oxford House, God's Lake and Island Lake posts at the end of August.

A. W. Gunn and F. W. Whiteway, of Deer Lake, Ontario, were visitors at district office in September, being in Winnipeg on a short holiday.

Mrs. D. Donaldson, wife of the post manager of Nelson House, has been seriously ill, but has now recovered.

Apprentice Edward J. Leslie has been transferred from Island Lake to Little

Grand Rapids post, to replace John Runcie, transferred to the charge of Pukatawagan post to replace John Denton, who is leaving shortly to spend leave of absence in the Old Country.

John Runcie was married in Winnipeg on the 15th September to Miss Alix, daughter of a Lake Winnipeg trader, and who has been resident at Bloodvein. We wish this young couple every happiness.

Our best wishes are also extended to Mr. and Mrs. William Gall, of Oxford House, whose wedding took place in Winnipeg last summer. Mrs. Gall was formerly Miss Cyrilla Wilson, of The Pas, Manitoba.

R. G. B. Butchart, formerly at Norway House, has been appointed to the charge of God's Lake post.

Mrs. Mabel Jewsbury, formerly in the employ of the Company at The Pas, has left the service, as our retail branch at that place has been closed out.

Since the closing out of the retail store at The Pas, the fur buying business is being carried on under the title of The Pas Fur Purchasing Agency, George S. M. Duddy being the manager and buyer.

At date of writing (November 13), Lake Winnipeg is still open, this being a very warm and late fall. Conditions throughout the north country are reported as being better.—*R. A. Talbot.*

In last issue of *The Beaver* (September, 1930) a report was given of the fire at Cross Lake when the Indian boarding school was destroyed. It was noted that eighty children were burned to death. This should have read eight. Eighty-eight boys and girls were safely rescued from the burning building. Mother Superior Margaret of Mary also lost her life in the fire.

St. Lawrence-Labrador District

The Bay ships completed their various voyages in their usual satisfactory manner and are now safely back in their winter ports. The S.S. *Nascopie* and S.S. *Baynain* are wintering at Ardrossan, Scotland, while the S.S. *Ungava* was returned to Job Bros. & Company, Limited, at St. John's, Newfoundland. The M.S. *Fort James* arrived back at St. John's, Newfoundland, on the 12th September, after having spent two strenuous years in the Eastern Arctic. Capt. Bush has returned to his home in England, C. Bradbury is with his people at St. John's and Marconi Operator Smyth is back at McGill University trying to make up for lost time. The M.S. *Fort Garry* is still on the Labrador at the time of writing, but is expected to be back in St. John's for wintering about the end of November.

H. Hodkisson visited the inland posts of the St. Lawrence section during August. On his arrival at Mistassinny, he found that an epidemic of 'flu had been raging among the natives there and quite a number of them had died, among them being Solomon Voyageur, of whom reference has been made several times in these columns. Solomon was for many years in charge of the canoe brigades going out from Rupert's House and was one of the old-time chiefs respected alike by the Indians and the whites. (See *The Beaver*, March, 1929, page 162.)

Other deaths we have to record, with regret, are those of John Hayward and Charlie Isheuktuk, which took place this summer.

John Hayward came from the Chesterfield section to the Straits in 1914 as a lad and has been employed at various posts in the northern section as interpreter and clerk. He was an excellent Eskimo interpreter and a conscientious employee. He died of pneumonia on board the S.S. *Nascopie*, while the vessel was between Cape Smith and Port Harrison, and was buried at the latter place.

Charlie Isheuktuk was post servant at Lake Harbour from the time that post was established in 1911. He also acted during the summer months as engineer of the schooner *Nannuk*. He was a fine type of Eskimo, and was most appropriately named *Isheuktuk*, meaning "the handy man." Charlie was one of a number of victims of a 'flu outbreak at Lake Harbour during the past summer.

Our sympathy is extended to Mrs. Ware, switchboard operator at District Office, on the death of her father, and to Armand Tremblay, of the Manouan Hunting and Fishing Club, who lost his wife recently.

The Governor, accompanied by Mrs. Sale and Mr. Tilney, arrived in Montreal on the 23rd August and left again the following day for the West. Geo. W. Allan, K.C., and P. A. Chester met the Governor at Montreal and accompanied him west.

Among other visitors to the office during the past quarter have been Mr. Lyall, of the Canadian Committee; Mr. Laird, the Company's solicitor from Winnipeg; R. B. Job, of Job Bros. & Company, Limited, St. John's; Chester S. McLure, M.P., of the McLure & MacKinnon Silver Fox Farms Limited, Charlottetown; G. P. MacKenzie, of the Department of the Interior, accompanied by Mrs. MacKenzie; Ven. Archdeacon A. L. Fleming and Rev. B. P. Smyth, of the Arctic

Mission; Rev. Mr. Callis, of the Lake St. John Mission; H. P. Warne, of the Edmonton Fur Purchasing Agency; and the following members of the district staff: J. L. Gaudet, R. Thevenet, P. Maloney, F. Melton, and K. E. Gard.

W. J. Peters and J. B. Brown, of Nelson River district, called on their way to the Old Country on furlough.

The best wishes of the District Office staff went with Miss Gibson when she left to be married in October. Before leaving, she was met by the staff and presented with a mantel clock.

Harry Moore, veteran cook of the M.S. *Fort Severn*, passed through on his way back to Newfoundland and, as usual, assured us he was "never going back."

A wireless station has been erected this fall at Cartwright post by the Newfoundland government, which will be kept open all winter. We understand that the Grenfell Hospital at Cartwright is also nearing completion; so, with one thing and another, Cartwright is becoming civilized.

S. H. Parsons, accompanied by Mrs. Parsons and family, returned to Cartwright by the last mail boat and will spend the winter there.

Rev. Mr. Hettasch and Nurse Somers are doing very excellent work at the Company's hospital at Nain, and deserve a lot of credit for the way they have organized the work there. During the seven months ending 31st May, 1930, something like three hundred patients, including outpatients, were treated at the hospital, while a great deal of supervisory work was done outside, at the homes of the people.

Apprentice Wilson, whom we reported last issue as having been seriously hurt, made a complete recovery and returned to England about the middle of September.

The following members of the northern staff are now on furlough in the Old Country: J. S. Blackhall, J. A. Bell, W. J. Matthew, Jas. Smith, W. A. Smith; while F. Melton and J. M. Kinnaird are at present holidaying in Canada.

W. A. Smith tells us that he is to be married to an Aberdeen lady, on the 25th November. We wish them good fortune.

J. L. Gaudet has been granted leave of absence on account of ill health. It is hoped that rest and change of scene will prove beneficial.

J. G. Rosseau, lately in charge of Romaine, is relieving Mr. Gaudet in the charge of Bersimis post.

L. A. C. O. Hunt has been transferred to Bersimis and T. W. Hodgkins from there to Seven Islands.

H. T. F. Petterson has now assumed charge of Seven Islands post after a short visit to Montreal.

Angus Milne and family are now at Havre St. Pierre.

Norman Hillidge is in charge of Romaine post.

P. Maloney is in charge at Natashquan.

Geo. Webster and family are at Blanc Sablon.

McNeill Howell is in charge of Mutton Bay for the winter.

S. D. Grant and family are spending the winter in Newfoundland.

W. Jefferys visited Montreal while on furlough and returned to Mistassinny during October.

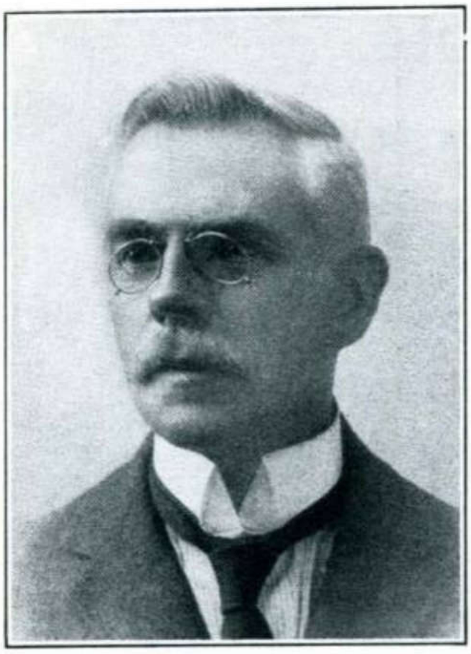
J. A. Wynd has been laid up with pneumonia in La Tuque Hospital, but his condition is improving.

C. Picaude paid a flying visit to Oskelaneo and Weymontachingue to select stock in September.—*Ralph Parsons.*

Saskatoon District

In sending us this photograph, John J. G. Rosser, of Prince Albert, writes: "I enclose a snapshot of self and grandson, he being the last Rosser of a line of that name which starts as far back as 1270 in Swansea, England. He is a freeman of England through his grandfather. He may become a Hudson's Bay Company man when old enough."

Commissioner's Office



J. G. CRUICKSHANK RETIRES

A number of the officers and members of the staff of the Fur Trade Department, Winnipeg, met at the close of the business day on September 30, 1930, to say good-bye to James Gordon Cruickshank, who retires after twenty-five years' service.

Mr. Cruickshank joined the staff of the Winnipeg depot on 1st September, 1905, as accountant. In June, 1912, he became assistant to John Calder, who was then chief accountant. In January, 1926, Mr. Cruickshank became fur trade accountant, and held that position to the time of his retirement.

He carries the Company's silver medal and two bars for long and faithful service.

As a token of esteem, he was presented with a sterling silver tray, also a bouquet of flowers for Mrs. Cruickshank. The tray bore the following inscription: "Presented to James G. Cruickshank of the Hudson's Bay Company on his retirement after twenty-five years' service, September 30, 1930."

We wish Mr. Cruickshank long life and happiness in his well earned leisure.

Hugh Conn, Nelson River district, is leaving shortly for a well earned vacation in Ireland.

A. Lillie, has joined the Fur Trade Commissioner's office staff, having come from James Richardson & Sons.

Patrick J. Carey, after spending the summer at Edmonton in the Mackenzie River and Peace River Transport Department office, has returned to Winnipeg to resume his former duties in this office.

R. J. Stanley-Smith, formerly employed as cashier, has left the service.

Our deepest sympathy is extended to Lily Nusin and Mary Nusin, in the recent death of their father.

The Fur Trade Commissioner's office staff extend to all others in the employ of the Hudson's Bay Company their best wishes for a Merry Christmas and Bright New Year.—*Marian Ross.*

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Wreck of M.S. Fort York

The Hudson's Bay Company motor schooner *Fort York*, on her voyage from Churchill to Severn in September last, was driven ashore in a hurricane about eight miles from Partridge Island entrance to Severn, becoming a total wreck. She grounded high and dry on the sand at 10 a.m. September 28. All members of the crew were safely landed.

It is with regret we report the death of second engineer Absolom Wastestacoot. He travelled with the crew overland from Severn and died on the journey on October 15.

◆

A Mixed Recipe

A recent young bride asked her husband to copy the radio cooking recipe one morning. The husband did his best, but got two stations at one time. One was broadcasting the morning exercises, the other the recipe. And this is what he got:

"Hands on hips, place one cup of sugar on the shoulders, raise knees and depress toes and wash thoroughly in one half cup of milk. In four counts raise and lower the legs and mash two hard boiled eggs in a sieve. Repeat six times.

"Inhale one half teaspoonful of baking powder and one cup of flour. Breathe naturally, exhale and sift.

"Attention! Jump to a squatting position and bend whites of eggs backward and forward over the head and in four counts make a stiff dough that will stretch at the waist. Lie flat on the floor and roll into a marble the size of a walnut. Hop to a standstill and boil in water, but do not boil to a gallop afterward. In ten minutes remove from the fire and dry with a towel. Breathe naturally and dress in warm flannels, and serve with fish soup."—*Contributed by E. Fox.*

◆

Whoso diggeth a pit shall fall therein.—*Proverbs, 26, v. 27.*

Riches certainly make themselves wings. —*Proverbs, 23, v. 5.*

1914-1919

Our Men Who Died in the Great War

Armstrong, J.
Athwell, S. A.

Beach, G. F.
Beak, W. J.
Blackie, A. F.
Bland, P. C.
Booth, T.
Bradford, H.
Bundey, A. A.

Carson, W. F.
Carswell, W. J.
Chapman, W. M.
Chatterton, W. E.
Chickwick, J.
Cochrane, R. W.
Coleman, C. J.
Cornell, A.
Cowper, G. B.
Cox, O.

Davis, F. H.
Doe, F. H.

Fordyce, A.
Foster, J.
Foster, W.
Furber, W.

Gell, E.
Gemmell, W. H.
Goddard, A. S.
Godfrey, J.
Gorman, W. J. K.

Haight, G.
Highgate, W.
Holmes, R.

Jones, H. S.

Knott, A.

Laroque, C.
Lester, W.
Lewis, W. A.
Lloyd, G.
Lyon, B.

Maclean, E. L.
Martin, A. H.
McDermott, L.
McDonald, D.
McGinnis, P.
McKay, D.
McKeller, D. R.
McLean, C. S.
McLennan, G.
McSwiney, F. D.
McWilliams, W.
Milne, W.
Mitchel, A. S.
Murphy, F.

Page, L.

Rawson, E. D.
Revill, J. A.
Richards, E. C.
Richards, J. W.
Risbridger, H. G.
Robertson, J.

Ross, J. M.
Roy, J.

Salter, A. S.
Searle, G.
Speight, A. N.
Standon, V. E.
Stewart, W. H.
Sutton, J. H.
Swanson, J.

Tree, G.

Watson, J. H.
Watt, H. B. C.
Welch, J. W.
Welch, W. H.
Wellstead, R. P.
Westerberg, N.
White, A. E.
Wood, E. F.
Worrall, J.
Wortley, J. S.

Our Men Who Served in the Great War

Abbott, G. L.
Adams, C. E.
Adams, H. M. V.
Adams, J.
Allford, W.
Amati-Smith, P. N.
Anderson, A.
Anderson, E. L.
Anderson, W.
Anscomb, B.
Arron, H.
Atkinson, J. A.
Atwell, A. R.
Audley, G.
Austin, A.
Austin, D. W.
Avery, R. E.

Bailey, C. A.
Bagnall, G. P.
Baker, H. P.
Balfour, W. J.
Bamlet, R.
Barker, J. G.
Barrett, H. A.
Bartlett, A.
Bates, C.
Bateson, J. M.
Beatty, A.
Beatty, J. H.
Belcher, H. L.
Benger, A. W.
Bennion, H. C.
Berens, R.
Beynes, N. E.
Birtles, E. G.
Black, W.
Blackhall, J. S.
Bladworth, G. A.
Blake, W. J.
Bottomley, H.
Bowen, C. C.
Bozson, W.
Brabant, F. E.
Bradley, G. H.
Bradley, S. B.
Brewer, H. W.
Briscoe, W. H.
Brock, A.
Brockwell, A. A.
Brome, F.
Brown, J.
Brown, L. W.
Brown, R. A.
Browne, H. H.
Bucknam, A. V.
Burbidge, S.
Butler, F. C.
Byrne, T.
Byron, W. A.
Bywell, C.

Caldwell, J. F.
Campbell, J. J.
Campbell, S. R.
Candy, G.
Carradas, C.
Carroll, E. M.
Carter, H. E. R.
Case, A.
Caslake, S. D.
Chalmers, A. M.
Chambers, E.
Chiverton, F.
Child, A. J.
Christie, J.
Clark, A. S.
Clarke, S. B.
Claxton, T.
Close, C.
Coghill, H. L.
Coles, J. C.
Collins, L. J.
Conacher, J. D.
Coney, J. N.
Conolly, A. E. H.
Contrel, A.
Cook, J. W.
Coote, L.
Cordell, A.
Cornwall, W.
Coulter, D.
Cracknell, F.
Croft, T.
Cumming, A. B.
Cunningham, F.
Cunningham, R. A.
Currie, W. H.
Cuthbert, A. J.

Davidson, W.
Davis, D. J.
Davis, E. O.
Davis, S.
Davis, W.
Deacon, R.
Debenham, D.
Delaney, J. C.
Dewar, H.
Douglas, A.
Douglas, R.
Dowty, A. B.
Doyle, H.
Drennan, W.
Drew, J. R.
Duffield, C.
Duncan, James
Dunn, A.
Durand, A. A.

Earle, W. E.
Edwards, G.
Edwards, H. J.
Ellis, T.
Ellison, H.
Ensor, W. H.
Espie, P.
Evans, J.
Evans, W. H.

Fairs, S. E.
Ferguson, A.
Fergusson, P. J.
Ferrier, W. M.
Fildes, G. C.
Finnson, N.
Fish, J.
Fleming, E. W.
Florence, I.
Floyd, E.
Forbes, J. D. J.
Fowler, A.
Fowles, F.
Fox, R.
Fraser, D. E.
Frayer, L. W.

Gant, H. P. H.
Gavin, J.
Gerratt, J. C.
Gillies, T.
Gordon, E. M.
Gordon, E. O.
Gould, G.
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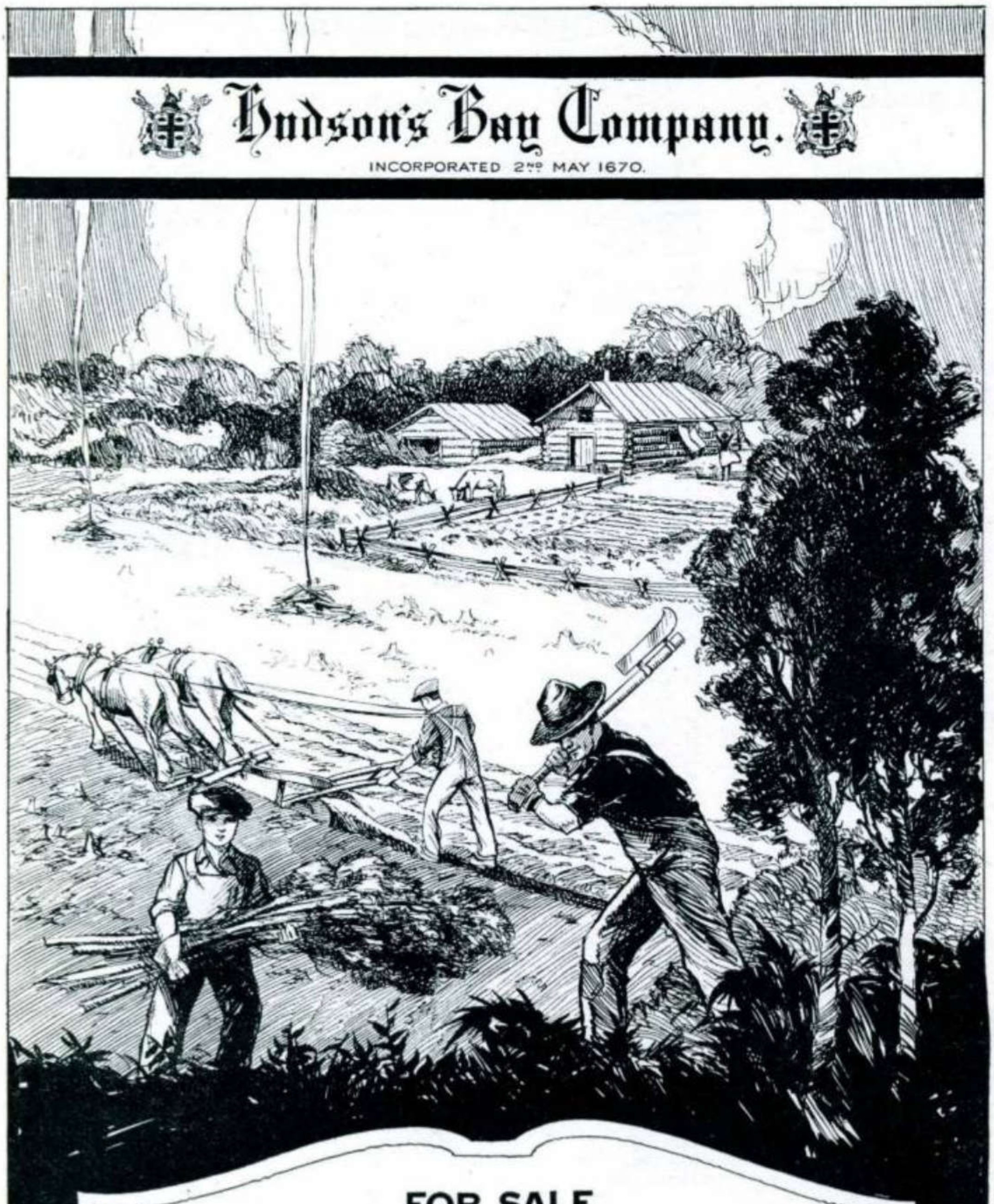

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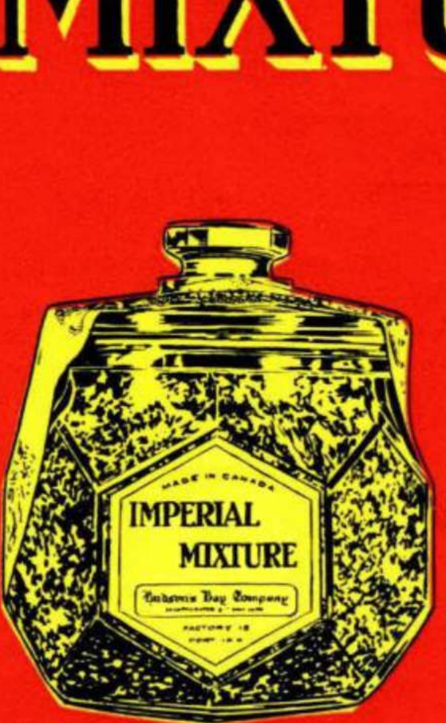
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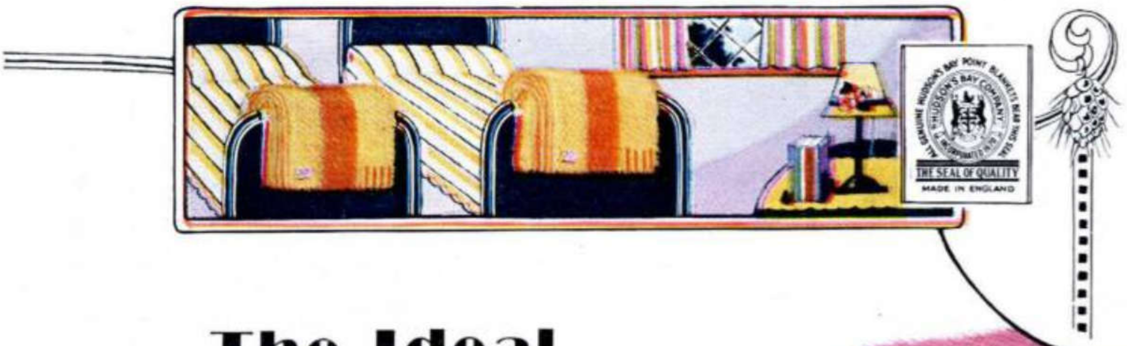

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